



ORIGINAL  
**Sulphur Springs Valley Electric C**



0000119119

A Touchstone Energy® Cooperative

311 E. Wilcox Drive · Sierra Vista, AZ 85635

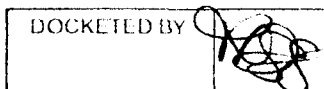
October 27, 2010

Arizona Corporation Commission

**DOCKETED**

OCT 27 2010

Mr. Brian Bozzo, Compliance Manager  
Arizona Corporation Commission  
1200 W. Washington Street  
Phoenix, AZ 85007



Re: Sulphur Springs Valley Electric Cooperative, Inc. ("SSVEC") – Compliance with  
Decision No. 71274 – Semi-Annual DSM Compliance Report – Docket No. E-  
01575A-08-0328 *E - 01575A - 09-0453*

Dear Mr. Bozzo:

In compliance with Arizona Corporation Commission Decision No. 71274 (page 46, lines 8-21) in the above-referenced docket, SSVEC hereby provides its semi-annual DSM Expense Report for the period January 1, 2010 through June 30, 2010.

If you have questions or need additional information, please contact me at (520) 515-3470, or my assistant Roxanne Williams at (520) 515-3471.

Sincerely,

Jack Blair  
Chief Member Services Officer

Enclosure

cc: Docket Control (14 copies)  
Carmel Hood

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2010 OCT 27 A 11:57  
AZ CORP COMMISSION  
DOCKET CONTROL

**Semi-Annual Expense Report  
on  
Demand-Side Management Programs  
for  
Sulphur Springs Valley Electric Cooperative**

**For Period January 1, 2010  
through June 30, 2010  
in compliance with  
Decision #71274 of Docket E-01575A-08-00328**

**Submitted by  
Jack Blair  
Chief Member Services Officer  
Member Services Department  
Sulphur Springs Valley Electric Cooperative  
311 E. Wilcox Drive  
Sierra Vista, AZ 85635  
PO Box 820  
Willcox, AZ 85644**



Sulphur Springs Valley Electric Cooperative, Inc.

**DSM Program Expenses**

For the period January 1, 2010 through June 30, 2010

In compliance with Decision No. 71274,  
page 46, lines 8-11

**2010 Budget**

Touchstone EE Homes Inspections	\$ 120,000
Residential - audits	\$ 50,000
C&I - audits	\$ 4,500
DSM - Admin	\$ 25,000
DSM - Program Development	\$ 25,000
<b>Expenses</b>	
Advertising	\$ 80,000
Misc	\$ 5,000
<b>Rebates</b>	
Water Heater	\$ 25,000
Heat Pump	\$ 20,000
<b>Loan Programs</b>	
Residential Loans	\$ 200,000
Commercial Loans	\$ 150,000
<b>Budget Totals</b>	<b>\$ 704,500</b>

**2010 DSM Collections (as of 6/30/10)**

YTD Collected	\$ 464,528
YTD Budget	\$ 502,736

**Expenses YTD (6/30/10)**

Touchstone EE Homes	\$ 12,792
Residential Audits	\$ 20,805
C&I Audits	\$ 3,060
DSM - Admin	\$ 18,550
DSM - Program Development	\$ 4,740
<b>Expenses</b>	
Advertising	\$ 59,325
Misc	\$ 12,445
<b>Rebates</b>	
Water Heater	\$ 4,000
Heat Pump	\$ 34,500
<b>Loan Programs</b>	
Residential Loans	\$ -
Commercial Loans	\$ -
<b>Expense Total</b>	<b>\$ 170,216</b>

**DSM Program Balance = \$ 294,312**

## **INDIVIDUAL DSM PROGRAMS**

The following pages show the status of the Demand-Side Management (DSM) Programs submitted by Sulphur Springs Valley Electric Cooperative (SSVEC) for the period January 1, 2010 and ending June 30, 2010, in compliance with Decision #71274, page 46, lines 11-21.

**A. Energy Efficient New Home Program (Touchstone Energy Home Program)**

The Touchstone Energy Home Program replaced the Goodcents Program we were previously using until 2002. The new home program promotes new home thermal performance standards that meet or exceed HUD/AzHERS guidelines for energy efficient mortgages. This program encourages the construction of houses that are more energy efficient than otherwise would be built. Inspections on Touchstone Energy Homes are at an approximate cost of \$110.60 each.

The table below includes the information for items (i), (iii), (iv), (v), (vi) and (vii) as outlined on page 46 of Docket No. E-01575A-08-0328, Decision No. 71274.

**Touchstone Energy Efficient Home Program**

	Number of Homes Certified	Estimated kWh \$ saved	Estimated Fossil Fuel \$ Saved	Total Estimated \$ Savings	Estiamted kWh Savings per Year	Program Costs (\$110.60 ea)
Jan	0	\$ -	\$ -	\$ -	-	\$ -
Feb	0	\$ -	\$ -	\$ -	-	\$ -
Mar	0	\$ -	\$ -	\$ -	-	\$ -
Apr	4	\$ 1,244.77	\$ 2,310.00	\$ 3,554.77	7,435	\$ 442.40
May	6	\$ 1,867.16	\$ 3,465.00	\$ 5,332.16	11,152	\$ 663.60
Jun	8	\$ 2,489.54	\$ 4,620.00	\$ 7,109.54	14,870	\$ 884.80
Jul		\$ -	\$ -	\$ -	-	\$ -
Aug		\$ -	\$ -	\$ -	-	\$ -
Sep		\$ -	\$ -	\$ -	-	\$ -
Oct		\$ -	\$ -	\$ -	-	\$ -
Nov		\$ -	\$ -	\$ -	-	\$ -
Dec		\$ -	\$ -	\$ -	-	\$ -
YTD total =	18	\$ 5,601.47	\$ 10,395.00	\$ 15,996.47	33,457	\$ 1,990.80

**Estimated Environmental Impact**

CO2 (1.844 lb. Per kWh)	61,694	pounds of CO2 emissions reduced
SO2 (.00342lb Per kWh)	114	pounds of SO2 emissions reduced
NOx (.0052 lb. per kWh)	174	pounds of NOx emissions reduced

**Budget Impact**

2010 Budget	\$ 120,000.00
2010 YTD Budget	\$ 60,000.00
2010 YTD Spent	\$ 1,990.80
2010 Budget Balance	\$ 58,009.20

**Program Costs (since beginning of program)**

Cost prior to 2010	\$ 240,000.00	est.
Cost in 2010	\$ 1,990.80	
Total Program Costs = \$ 241,990.80		

## **B. Energy Efficient Existing Home Program**

Under this program SSVEC pays \$500 per unit to a homeowner for the installation of air-to-air heat pumps with at least a SEER of 14 and \$200 for dual fuel. This program was approved for 1995 in your letter dated June 22, 1995. The following list is of existing home rebates made during the period January 1, 2010 through June 30, 2010.

The table below includes the information for items (i), (iii), (iv), (v), (vi) and (vii) as outlined on page 46 of Docket No. E-01575A-08-0328, Decision No. 71274.

### **Heat Pump Rebate Program**

	Number of Rebates	Rebates Paid	Total Estimated \$ Savings	kWh Savings per Year
Jan	17	\$ 8,500.00	\$ 1,417.20	11,645
Feb	15	\$ 7,200.00	\$ 1,250.47	10,275
Mar	14	\$ 7,000.00	\$ 1,167.10	9,590
Apr	5	\$ 2,500.00	\$ 416.82	3,425
May	9	\$ 4,500.00	\$ 750.28	6,165
Jun	14	\$ 6,700.00	\$ 1,167.10	9,590
Jul		\$ -	\$ -	-
Aug		\$ -	\$ -	-
Sep		\$ -	\$ -	-
Oct		\$ -	\$ -	-
Nov		\$ -	\$ -	-
Dec		\$ -	\$ -	-
YTD Totals =	74	\$ 36,400.00	\$ 6,168.97	50,690

### **Environmental Impact**

(1.844 lb. Per kWh)	93,472	pounds of CO2 emissions reduced
(.00342lb Per kWh)	173	pounds of SO2 emissions reduced
(.0052 lb. per kWh)	264	pounds of NOx emissions reduced

### **Budget Impact**

2010 Budget	\$ 20,000.00
2010 YTD Budget	\$ 10,000.00
2010 YTD Spent	\$ 36,400.00
2010 Budget Balance	\$ (26,400.00)

### **Program Costs (since beginning of program)**

Cost prior to 2010	\$ 320,000.00	est.
Cost in 2010	\$ 36,400.00	
Total Program Costs =	\$ 356,400.00	

### C. Energy Efficient Water Heater Rebate Program

SSVEC offers a \$100 cash incentive for the purchase and installation of a .90+ efficient water heater.

The table below includes the information for items (i), (iii), (iv), (v), (vi) and (vii) as outlined on page 46 of Docket No. E-01575A-08-0328, Decision No. 71274.

#### **Energy Efficient Water Heater Rebate**

	Number of Incentives Paid	Cost of Incentives Paid	Total Estimated Savings by Customer	Estimated kWh Savings per Year
Jan	8	\$ 800.00	\$ 960.00	7,888
Feb	7	\$ 700.00	\$ 840.00	6,902
Mar	11	\$ 1,100.00	\$ 1,320.00	10,846
Apr	8	\$ 800.00	\$ 960.00	7,888
May	5	\$ 500.00	\$ 600.00	4,930
Jun	1	\$ 100.00	\$ 120.00	986
Jul			\$ -	-
Aug			\$ -	-
Sep			\$ -	-
Oct			\$ -	-
Nov			\$ -	-
Dec			\$ -	-
YTD Totals =	40	\$ 4,000.00	\$ 4,800.00	39,441

#### **Environmental Impact**

(1.844 lb. Per kWh)	72,730	pounds of CO2 emissions reduced
(.00342lb Per kWh)	135	pounds of SO2 emissions reduced
(.0052 lb. per kWh)	205	pounds of NOx emissions reduced

#### **Budget Impact**

2010 Budget	\$ 25,000.00
2010 YTD Budget	\$ 12,500.00
2010 YTD Spent	\$ 4,000.00
2010 Budget Balance	\$ 8,500.00

#### **Program Costs (since beginning of program)**

Program began in 2010	\$ -
Cost in 2010	\$ 4,000.00
Total Program Costs =	\$ 4,000.00

**D. Residential Zero Interest Loan Program**

To avoid announcing a program and not having sufficient time to collect monies to fund the zero interest home loan energy retrofit program, SSVEC did not begin advertising the program until May 2010. Since then, SSVEC has made 16 loans with the program gaining growing support. As of October 10, 2010, SSVEC has five loans in process for a total of \$16,635.08.

**E. C&I Energy Efficiency Zero Interest Loan Program**

To avoid announcing a new program and not having had time to collect sufficient funds from the DSM adder to fund a C&I project, the launching of the C&I Zero Interest Loan program was in June of 2010. We currently have three members who are obtaining bids for projects for their businesses. If these projects evolve to the next level the next DSM report will detail the projects and associated energy savings.

**F. Marketing expense and supporting data for item (ii) as outlined on page 46 of Docket No. E-01575A-08-0328, Decision No. 71274.**

1. Co-Op Connection – Monthly bill insert produced by SSVEC. Information related to DSM – energy conservation/management.

Production Costs	\$ 57.04
Printing Costs	<u>\$ 3,391.60</u>
<b>Total Bill Insert Costs</b>	<b>\$ 3,448.64</b>

For cost breakdown and supporting data, see **Exhibit I**

2. Currents Magazine

SSVEC is responsible for developing and providing pages for the Currents publication, which is mailed to all SSVEC members.

<b>Total Currents Costs</b>	<b>\$ 7,532.48</b>
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For cost breakdown and supporting data, see **Exhibit II**

3. Media Advertising

Media campaign consisting of Energy Efficient Home promotion and Heat Pump.

Print Advertising	\$ 7,410.43
Radio Advertising	\$ 9,238.32
TV Advertising	<u>\$48,150.00</u>
<b>Total Media Advertising</b>	<b>\$64,798.75</b>

For cost breakdown and supporting data, see **Exhibit III**

**G. Item (viii) – No significant impacts on program cost effectiveness.**

**H. Item (ix) – No problems or proposed solutions.**

**I. Item (x) – No major changes to the program at this time.**

# EXHIBIT I



# Demand Side (Energy Management) articles in the SSVEC Bill Insert *Co-op Connections*

## January 2010

### **“Keeping Warm and Saving Energy this Winter”**

.7 page of 2 pages @ \$5,118.56

\$1,791.50

1 hour of labor at \$28.52 per hour

\$ 28.52

## February 2010

None

## March 2010

None

## April 2010

None

## May 2010

None

## June 2010

### **“Going on Vacation?”**

**Some tips to reduce your electric bill while you’re gone.”**

.5 page of 2 pages @ \$6,400.38

\$1,600.10

1 hour of labor at \$28.52 per hour

\$ 28.52

**Total for *Co-op Connections***

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**\$3,448.64**

# Co-op Connection

News and Information from SSVEC

January 2010

## Calendar

### **January 1** **SSVEC offices** **closed for New** **Year's Day Holiday**

See back of this sheet for the emergency, after-hours phone number.

### **January 18** **SSVEC offices** **closed for Martin** **Luther King, Jr.** **Holiday**

See back of this sheet for the emergency, after-hours phone number.

### **January 20** **SSVEC Board of** **Directors Meeting** 9:30 a.m. at the SSVEC boardroom at 311 E. Wilcox Drive in Sierra Vista, Arizona. Call to members is at 9:35 a.m.

### **February 15** **SSVEC offices** **closed for Presidents** **Day Holiday**

See back of this sheet for the emergency, after-hours phone number.

SSVEC's Web site is  
**[www.ssvvec.org](http://www.ssvvec.org)**

## Keeping Warm and Saving Energy this Winter

Keeping warm during the cold winter months and saving energy takes some effort (and a little investment). But that effort and investment can pay off when your electric bill arrives.



### **Shut out the cold!**

The key to being comfortable during the winter months is to shut out the cold. That means keeping the warm air in your house and the cold air out.

Use caulking to make sure there are no air leaks or gaps around dryer vents or plumbing pipes entering your house. Check that the bottom of the door has a gasket or "sweep" to seal the threshold properly. Put weather-stripping around windows or door frames to seal any gaps around windows or door frames.

Consider replacing older, wooden exterior doors with insulated steel ones and upgrading your windows. Experts recommend thermal dual or triple pane windows.

If you can't afford the expense of replacing windows at this time, consider

purchasing clear plastic to provide a barrier to the cold or cut large sheets of styrofoam to fit against the window. This will insulate and reduce heat loss from your home.

Finally, add insulation to your attic and even your walls, if possible. This will help keep the heat in during the winter and the heat out in the summer.



### **Adjust the heat!**

Obviously turning down the thermostat can save energy, but there are some ways to do so without sacrificing comfort.

Experts suggest a daytime temperature setting of 70 degrees F. and a nighttime setting of 66 degrees F.

Using your ceiling fan you can get the benefit and comfort of the heat that usually hovers at the ceiling. Just be sure to set the fan to "reverse" so that the blades bring the air up from below and disperse the warmer air along the walls and back to the living space. (Standing under the fan and looking up, the blades will move in a clockwise direction.)

Finally, if you invest in a programmable thermostat, you can enter the temperature settings for the various times of the day. Your heating system will automatically but gradually adjust the temperature up or down. For example, early in the morning the heat will increase so that you wake up to a warm house. It can automatically drop to a slightly cooler temperature during the day when no one is home and raise the temperature again before everyone returns for the evening.

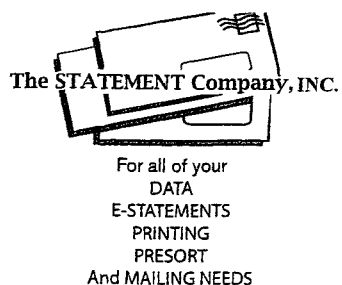


### **Use a space heater sparingly!**

An electric space heater is great to take the chill off a room or to provide temporary heat to an isolated area. But these heaters can be expensive to run! You'll pay about 20 cents an hour.

At eight hours a day, that's 240 hours in a month or a total of **\$48.00 added to your monthly electric bill.**

If you use a space heater, run it no longer than is necessary and turn it off when you leave the room.



16300 West Glendale Drive • New Berlin, WI 53151 • Phone: 262.938.0707 • Fax: 262.938.0707

712 East 46th Street • Tucson, AZ 85713 • Phone: 520.903.0779 • Fax: 520.903.0781



**Invoice**  
**Invoice Number**  
**2011**  
**Invoice Date**  
**Jan 28, 2011**

**Dana Hogan**  
**Sulphur Springs Valley REC**  
**311 East Wilcox Drive**  
**Sierra Vista, AZ 85635**

Payment Terms		Due Date	Sales Rep ID	
Net 15 Days		2/12/10	Tom Kops	
Quantity	Item	Description	Unit Price	Extension
42,000.00	41510	Printing of Inserts COOP CONNECTIONS	0.1130	4,746.00
		JSBair		
		909.10		
		40		
		622		

**Reminder:**

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Subtotal	4,746.00
Sales Tax	372.56
<b>TOTAL</b>	<b>5,118.56</b>

# Co-op CONNECTION

News and Information from SSVEC

June 2010

## Calendar

**June 23**

**SSVEC Board of Directors Meeting**

9:30 a.m. at the SSVEC boardroom at 311 E. Wilcox Drive in Sierra Vista, Arizona. Call to members is at 9:35 a.m.

**July 5**

**SSVEC offices closed for Independence Day Holiday**

See upper right hand corner of this sheet for the emergency, after-hours phone number.

**July 21**

**SSVEC Board of Directors Meeting**

9:30 a.m. at the SSVEC boardroom at 350 N. Haskell Avenue in Willcox, Arizona. Call to members is at 9:35 a.m.

**August 18**

**SSVEC Board of Directors Meeting**

9:30 a.m. at the SSVEC boardroom at 311 E. Wilcox Drive in Sierra Vista, Arizona. Call to members is at 9:35 a.m.

**September 6**

**SSVEC offices closed for Labor Day Holiday**

See upper right hand corner of this sheet for the emergency, after-hours phone number.

## The Winner Was . . .



*Leona Owens of Double Adobe won this year's SSVEC annual meeting grand prize--a 2002 Toyota pickup truck retired from the co-op fleet. Co-op Key Accounts Manager David Bane (right) presents Ms. Owens with keys to the truck.*

SSVEC's  
Web Site is

[www.ssvec.org](http://www.ssvec.org)

**Emergency After-Hours  
Phone Number for  
SSVEC**

**(800) 422-3275**

## Going on Vacation?

*Some tips to reduce your electric bill while you're gone*

Vacation time is a great opportunity to relax and enjoy being away from home. But remember -- if you're not careful, you could be using electricity needlessly at home while you're away.

Decide what you can turn off

First, decide what doesn't have to be left "on" while you're away. For example, even though you're not at home, the water heater will automatically operate as the water in the tank cools. **Turn off the water heater!**

If you're going to be gone for two weeks or more, consider emptying, defrosting and unplugging your refrigerator. Be sure to prop the door open to

allow air to circulate in the refrigerator cabinet. You may save enough on your electricity costs to restock it with fresh basics when you return. And if you leave a refrigerator operating in a house that is "closed up" in warm weather, it will be forced to run longer and more often using more energy than it otherwise would.

What should you leave on?

Turn your air conditioner off. This will assure it uses no electricity.

If you have houseplants that would suffer from the heat, or if someone will be checking on your house from time to time, you may want to leave your cooling

system on. If so, adjust the thermostat to a higher setting than usual.

You may also want to leave a lamp or two on a timer to give the impression that someone is at home.

Other ways to save

You can turn the heater off on a pool or spa and reduce the filter time to a minimum.

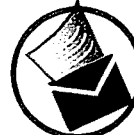
If you have a waterbed with a heater, unplug the heater.

Many appliances such as microwaves, computers or televisions have "instant on" features which draw some power at all times. Unplug these appliances and you'll save energy as well as prevent possible damage related to storms or power surges.



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**Dana Hogan**  
**Sulphur Springs Valley REC**  
**311 East Wilcox Drive**  
**Sierra Vista, AZ 85635**

**Invoice**  
**Invoice Number:**  
**21375**  
**Invoice Date:**  
**Jun 21, 2010**

FILE COPY

Payment Terms		Due Date	Sales Rep ID	
Net 15 Days		7/6/10	Tom Kops	
Quantity	Item	Description	Unit Price	Extension
42,000.00	41510	Printing of Inserts: COOP CONNECTION	0.1400	5,880.00
<p>Manager Approval <u>JS Blay</u></p> <p>Supervisor Approval _____</p> <p>JUN 29 REC'D</p> <p>Acct _____</p> <p>Unit _____</p> <p>Project _____</p>				

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Subtotal	5,880.00
Sales Tax	520.38
<b>TOTAL</b>	<b>6,400.38</b>

# EXHIBIT II

# Demand Side (Energy Management) articles in the SSVEC Member Magazine *Currents*

## January 2010

"Look for Leaks in Your Home"	page 3	.5 page
"SSVEC and the Smart Grid"	pages 5 & 32	2.5 pages
"Tax Credits for Homeowners"	pages 6 & 7	2.0 pages
"Appliances that Save You Money"	page 8	1.0 page
"Plug into Energy Savings"	page 26	1.0 page

**7.0 pages of 32 pages at \$22,038.19**

**\$4,820.83**

## March 2010

"Energy Star: A Bright Light"	page 3	.5 page
"Conserving Electrical Resources"	pages 8 & 26	2.0 pages

**2.5 pages of 32 pages at \$21,831.69**

**\$1,705.60**

## May 2010

"When is it Time for an Upgrade"	page 3	.5 page
"Recessed Lighting Can Be Efficient"	page 25	1.0 pages

**1.5 pages of 32 pages at \$21,462.38**

**\$1,006.05**

**Total for three issues of *Currents***

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**\$7,532.48**



SULPHUR SPRINGS VALLEY ELECTRIC CO-OP

# Currents

January 2010

## Save Energy and Money

PAGES 3, 6 AND 8

Kevin Short, left, meter technician and member services representative for Anza Electric Cooperative, explains ways to conserve electricity to SunRay and Lee Whitman, owners of Kwan Yin's Embrace.

PHOTO BY JODI SHORT

Washington Youth Tour Winners PAGE 4 • SSVEC and the Smart Grid PAGE 32



**ANZA ELECTRIC COOPERATIVE**  
Katherine MacIver

**ARIZONA'S GENERATION AND TRANSMISSION COOPERATIVES**  
Geoff Oldfather

**DUNCAN VALLEY ELECTRIC COOPERATIVE**  
Steven Lunt

**ELECTRICAL DISTRICT NO. 2**  
Roselyn Bever

**GRAHAM COUNTY ELECTRIC COOPERATIVE**  
Susan Romney

**SULPHUR SPRINGS VALLEY ELECTRIC COOPERATIVE**  
Wayne Crane

**GRAND CANYON STATE ELECTRIC COOPERATIVE ASSOCIATION**  
Jim Donahue

**Currents** (USPS 030-520) is published bimonthly by Grand Canyon State Electric Cooperative Association Inc. (GCSECA), 120 N. 44th St., Ste. 100, Phoenix, AZ 85034-1899. GCSECA is an association of rural electric cooperatives and public power organizations. **Currents** is the unified voice of the utility members of GCSECA, providing a source of authoritative information and education for customers, policy makers and the public. The publication is paid for from the operating revenues of participating member cooperatives at a group rate of \$2.58 per subscription per year. See below for subscription information for nonmembers. Preferred periodical postage paid at Phoenix and additional mailing offices.

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## Look for Leaks In Your Home

Cooler temperatures are an excellent time to detect air leaks in your home. Responsible for 25 percent to 40 percent of the energy used to heat and cool your home, air leaks usually are found in noninsulated or inadequately insulated spaces such as attics and crawlspaces and through leaks in ductwork. Sealing air leaks is the most important thing consumers can do to save energy, lower their electric bills and enhance comfort levels in a home.

If you have air leaks, it doesn't matter if you have invested in a high-efficiency heat pump, an air conditioner, the latest Energy Star appliances or other equipment designed to save energy.

Ducts carry cool air in hot weather and hot air in cool weather. But if they have



Kevin Short of Anza Electric Cooperative tells Lee and Sunray Whitman what they can do to save energy.

Photo by Jodi Short

leaks, you are not going to be as comfortable as you want. More importantly, the leaks make the heating or cooling equipment work harder—and that costs you money.

You can try to find leaks yourself, but it may be worth the money to hire a professional energy auditor to perform a blower door test to determine if you have leaks, where they are located, their severity and make the repairs.

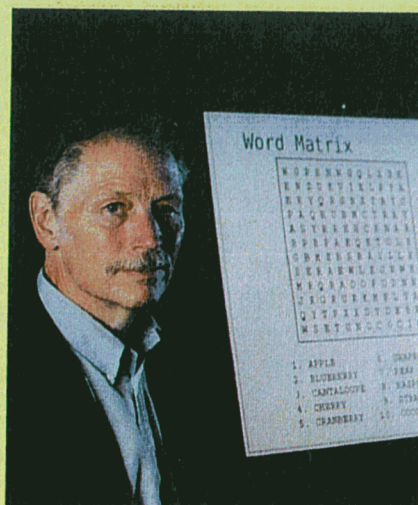
If you already know where leaks are located, you can fix them yourself. First, check and see if ducts have become disconnected and reconnect

them. Next, check the connections for leaks by turning on your heating and cooling system fan

and feeling for leaks.

Please don't use duct tape. Although the name implies it is made for sealing ducts, it is not. Special duct sealing materials—mastic or foil tape—are available for that job. Seal gaps around ducts with spray foam where they penetrate the floor or ceiling.

Ducts in an attic or crawlspace should be insulated. If ducts are uninsulated or poorly insulated, seal them and add insulation to keep the air in your ducts at its desired temperature as it moves through the system. Use duct insulation material rated at least R-6. ■



## Inside

### Boost Your Brain Power 14

Mental exercises can help you ward off the effects of aging.

January 2010  
Vol. 45, No. 1

#### Also In This Issue

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Electric Cooperative, Inc.**

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*Chief Executive Officer's Message*

## SSVEC and the Smart Grid

You may have heard by now that SSVEC was selected for an American Recovery and Reinvestment Act (ARRA) grant for \$15,567,349 for a Smart Grid Modernization project.

We will have to match that grant with \$15,567,349 of our money.

This grant reduces our investment and will allow us to complete this work sooner than we could have without the grant. This was a joint grant application with Southwest Transmission Cooperative (SWTC), our transmission provider, and Mohave Electric Cooperative in Bullhead City. The total grant for this group was \$32,244,485 and our share is 48 percent. SWTC filed the application for the group, so you may not actually see SSVEC's name listed in some of the general public announcements about utilities that received grants, but let me assure you we are there.

The first question we get asked is what is the Smart Grid? There is not one standard answer to that question. Everyone in the industry has a different answer. A simple answer is the Smart Grid uses technology to make the electric transmission and distribution system work better for your cooperative and for you. So how is that accomplished? Several characteristics describe the Smart Grid.



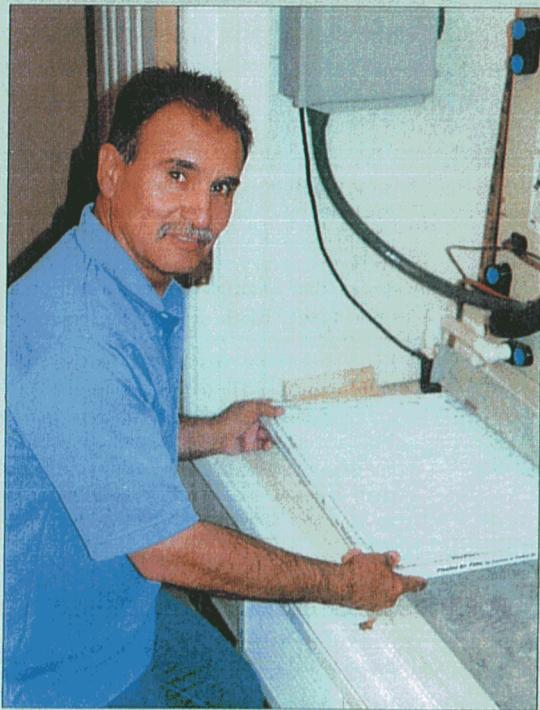
Creden W. Huber

- **Intelligent**—capable of sensing system overloads and rerouting power to prevent or minimize a potential outage; of working autonomously when conditions require resolution faster than humans can respond, and cooperatively in aligning the goals of utilities, consumers and regulators.
- **Efficient**—capable of meeting increased consumer demand without adding infrastructure.
- **Accommodating**—accepting energy from virtually any fuel source including solar and wind as easily and transparently as coal and natural gas; capable of integrating any and all better ideas and technologies—energy storage technologies, for example—as they are market-proven and ready to come online.
- **Motivating**—enabling real-time communication between the consumer and utility so consumers can tailor their energy consumption based on individual preferences, like price and/or environmental concerns.
- **Quality-focused**—capable of delivering the power quality necessary—free of sags, spikes, disturbances and interruptions—to power our increasingly digital economy and the data centers, computers and electronics necessary to make it run.
- **Resilient**—increasingly resistant to attack and natural disasters as it becomes more decentralized and reinforced with Smart Grid security protocols.

*Continues on page 5*



# Energy Efficiency



Albert Gomez, SSVEC's energy management services specialist, shows how easy it is to regularly check your home's heat pump or furnace filter.

Photo by Wayne Crane

## Get the most from your home heating system and stay warm this winter

This winter, make sure you are getting the full advantage of your energy dollars with your heating system.

- ▶ Check your heat pump or furnace filter often and replace it as needed. Depending on the inside air quality (dust, pet fur) you may need to replace it monthly.
- ▶ Adjust the setting on your ceiling fan to "reverse" to move air up to ceiling and redistribute the warm air that collects there back along the walls and to the living space. By using your ceiling fan you can reduce your thermostat setting by as much as three degrees without feeling the difference.
- ▶ Set your thermostat to 70 F during the day and 66 F at night. Or better yet, get a programmable thermostat that automatically adjusts the temperature of your house keeping you warm and saving energy!

## SSVEC and the Smart Grid

*Continues from page 32*

The U.S. Department of Energy (DOE) lists five fundamental technologies it believes will drive the Smart Grid:

- **Integrated communications**—connecting components to open architecture for real-time information and control, allowing every part of the grid to both "talk" and "listen."
- **Sensing and measurement technologies**—to support faster and more accurate response such as remote monitoring, time-of-use pricing and demand-side management.
- **Advanced components**—to apply the latest research in superconductivity, storage, power electronics and diagnostics.
- **Advanced control methods**—to monitor essential components, enabling rapid diagnosis and precise solutions appropriate to any event.
- **Improved interfaces and decision support**—to amplify human decision-making, transforming grid operators and managers quite literally into visionaries when it comes to seeing into their systems.

How will SSVEC meet these objectives? Our plan will not achieve all of these objectives immediately, it is a long-term process and this is just the start. Our Smart Grid work plan includes the following jobs that must be completed within three years:

- Install 136 miles of fiber optic cable (on our existing 69-kilovolt system and planned additions).
- Install 19,150 smart meters—16,400 residential, 2,000 commercial, 750 other services.
- Install a Demand Side Management System.
- Install 2,500 Home Energy Displays (HEDs).
- Upgrade 10 line switches.
- Install 15 sectionalizing devices.
- Install 10 voltages regulators.
- Upgrade our Supervisory Control and Data Acquisition (SCADA) master station and install new SCADA.
- Upgrade Stewart and Tombstone switching stations.
- Upgrade seven transmission switching points.

This is a major undertaking for your cooperative. In addition to all of this new work, we still have all of our existing work to take care of. We have three years to accomplish this once the contracts are signed. It will be a busy three years for us. We will keep you updated on our progress.

We hope you have a happy and prosperous New Year! ■



**Sulphur Springs Valley  
Electric Cooperative, Inc.**





## Making Sense out of Federal Stimulus Energy Efficiency Tax Credits

The 2009 American Recovery and Reinvestment Act provides incentives for you to make energy efficiency improvements to your existing home in 2009 and 2010. Receive a tax credit for 30 percent of the cost of materials for qualifying improvements—up to \$1,500 over both years. The cost of installation is not covered for windows, doors, roofing and insulation. A list of qualified improvements is at [www.energystar.gov](http://www.energystar.gov), keyword 'tax credits.' Examples include:

### Windows and Doors

Exterior Windows, Doors and Skylights	Must have Solar Heat Gain Coefficient (SHGC) and U-factor less than or equal to 0.30.
Storm Windows and Doors	When combined with the window/door over which it's installed, it must meet the International Energy Conservation Code (IECC) in your climate zone.

### Roofing

Metal, Asphalt Roofs	All Energy Star metal and asphalt roofs qualify. Must be expected to last five years or have a two-year warranty.
----------------------	---

### Insulation

Insulation	Primary purpose must be to insulate. For example, vapor retarders are covered but insulated siding does not qualify. Also must meet 2009 IECC and be expected to last five years or have a two-year warranty.
------------	---

**NOTE:** Select non-solar water heaters and biomass stoves also qualify for energy efficiency tax credits. Tax credits are also available for renewable energy, including geothermal heat pumps. For tax purposes, the Manufacturer's Certification Statement and receipt are generally required.

### Heating, Ventilating, and Air Conditioning (HVAC)

Central Air Conditioning	For split systems, must have an energy efficiency ratio (EER) greater than or equal to 13 and a Seasonal EER greater than or equal to 16. For package systems, must have an EER greater than or equal to 12 and a SEER greater than or equal to 14.
Air-Source Heat Pumps	For split systems, must have a Heating Seasonal Performance Factor (HSPF) greater than or equal to 8.5, an EER greater than or equal to 12.5, and a SEER greater than or equal to 15. For package systems, must have a HSPF greater than or equal to 8, an EER greater than or equal to 12, and a SEER greater than or equal to 14.
Natural Gas or Propane Furnace	Must have an Annual Fuel Utilization Efficiency (AFUE) greater than or equal to 95.
Gas, Propane or Oil Hot Water Boiler and Oil Furnace	Must have an AFUE greater than or equal to 90.
Advanced Main Air Circulating Fan	No more than 2 percent of furnace total energy use.

Source: Energy Star. For details visit [www.energystar.gov](http://www.energystar.gov).

# Tax Credits For Homeowners

*There is still time to take advantage of stimulus funds for qualifying energy-efficient projects*

By Megan McKoy

Consumers who took the plunge and made qualifying energy-efficiency upgrades in 2009 should see additional benefits this spring as tax season rolls around. For those still waiting on the sidelines, you have until the end of the year to take advantage of federal energy-efficiency tax credits.

Through the 2009 American Recovery and Reinvestment Act—better known as the stimulus bill—Uncle Sam offers a personal tax credit of up to \$1,500 for energy-efficiency measures made at

existing homes during 2009 and 2010. Consumers can recover 30 percent of the cost of adding insulation materials and exterior doors, windows and roofs designed to help reduce a home's heat loss or gain. The credit also pulls in efficient central air conditioners, air-source heat pumps, hot water boilers and biomass stoves.

"These credits put more money in homeowners' pockets," says Rob Marvin, media relations specialist for the Internal Revenue Service (IRS). "Say you spend \$1,000 on new insulation. Taxpayers would get, in the form of a tax credit, \$300 back. This



translates to a 30-percent tax credit. That's a lot more generous than the old (10 percent) credit provided for the 2006 and 2007 tax years."

However, qualifying guidelines are tougher, too.

"For an item to qualify, it has to be even more energy efficient than under the 2006 and 2007 program," Marvin says. "To utilize the new credit, a home improvement must have taken place after February 17, 2009,"—the day the stimulus bill was signed into law.

So how can you know which products qualify for the tax credit? Some purchases are easier to determine than others.

"For exterior windows and skylights, rely on the Energy Star label," Marvin says. "This is the green label you see in stores."

For other efficiency upgrades, request a manufacturer certification statement that the product or component qualifies for the tax credit. You also can visit [www.irs.gov/recovery](http://www.irs.gov/recovery) to review guidelines for qualifying purchases.

You must file for energy tax credits using IRS Form 5695. With a maximum value of \$1,500 for improvements made in 2009 and 2010, the credit may be applied toward material costs on all projects. Installation costs for heating, ventilation and air conditioning systems, and biomass stoves also count toward the credit.

Energy tax credits reduce taxes owed, dollar for dollar, and can be carried forward to following years. While they can help boost any refund you receive, you won't receive a check directly for the credit amount.

### Renewable Credits

Consumers who want to generate their own power are eligible for renewable energy tax credits on projects completed through 2016.

"This covers alternative-energy equipment connected to your house, such as solar water heaters, geothermal heat pumps, small wind turbines and other similar projects," Marvin says.

The credit—covering 30 percent of the cost of materials and installation for solar panels, solar water heaters and geothermal heat pumps—applies to both existing homes and new construction. Projects must be placed into service between January 1, 2009, and December 31, 2016. ■

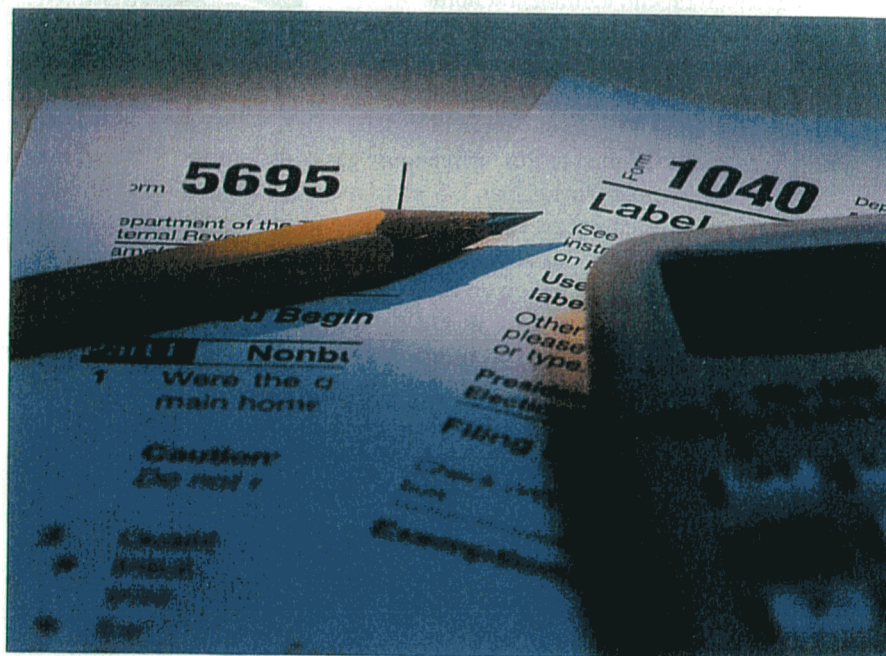
*Megan McKoy writes on consumer and cooperative affairs for the National Rural Electric Cooperative Association.*

### Online Resources

- **Energy Star**, a joint program of the U.S. Department of Energy (DOE) and the U.S. Environmental Protection Agency, provides guidelines on what energy-efficiency and renewable energy projects qualify for tax credits at [www.energystar.gov](http://www.energystar.gov), keyword "tax credits."
- The Internal Revenue Service also provides a wealth of resources on all of the tax benefits offered through the stimulus program at [www.irs.gov/recovery](http://www.irs.gov/recovery).
- Some electric utilities and state government offices offer further subsidies or rebates making homes more efficient. For a listing of state and local energy-efficiency assistance available, visit the Database for State Incentives for Renewables and Efficiency, a project funded by the DOE, at [www.dsireusa.org](http://www.dsireusa.org).
- For general information about renewable energy and energy efficiency, including an explanation of how these technologies work, go to the National Renewable Energy Laboratory Web site at [www.nrel.gov/learning](http://www.nrel.gov/learning).
- A previous Ruralite story explaining the energy-efficiency tax credit includes answers to frequently asked questions about qualifying projects. To find the story, go to [www.ruralite.org/news](http://www.ruralite.org/news) and click on "Stimulating Energy Improvements."

Use IRS Form 5695 when filing for the residential efficiency tax credit.

Photo by Mike Teegarden





# Appliances That Save You Money

*Look for Energy Star rating and check performance with EnergyGuide label*

By Mike Federman

When buying a new appliance, several tools are available to help consumers save money on their utility bills.

Energy Star is a program of the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE) that began in 1992 to identify and promote energy-efficient products to reduce greenhouse gas emissions.

The Energy Star label can be found on more than 50 product categories, including major appliances, office equipment, lighting and home electronics.

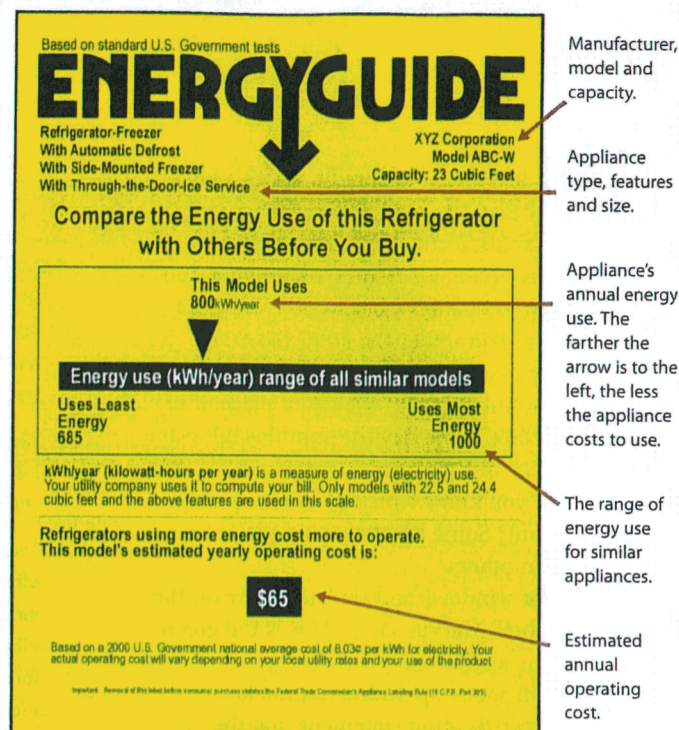
The typical household spends \$1,900 a year on energy bills. With Energy Star, you can save up to 30 percent—more than \$600 a year—while helping to limit greenhouse gas emissions.

With the help of Energy Star, U.S. consumers in 2006 avoided greenhouse gas emissions equivalent to those from 25 million automobiles in 2006—up from 23 million in 2005—while saving more than \$14 billion on their energy bills, according to the EPA.

## Conservation Measure

Energy Star refrigerators use at least 15 percent less energy than required by federal standards and 40 percent less energy than conventional models sold in 2001.

Energy Star dishwashers use at least 41 percent less energy than the federal minimum standard for energy consumption. These dishwashers also use much less water than conventional models—an added bonus for conservation-minded consumers.



Manufacturer, model and capacity.

Appliance type, features and size.

Appliance's annual energy use. The farther the arrow is to the left, the less the appliance costs to use.

The range of energy use for similar appliances.

Estimated annual operating cost.

Because they use less hot water compared with new conventional models, an Energy Star dishwasher saves about \$90 over its lifetime.

## Read the Fine Print

Energy-Star-qualified appliances must carry the yellow EnergyGuide label (shown above).

Manufacturers use standard testing developed by the DOE to prove the energy use and efficiency of their products. Test results are printed on the EnergyGuide label, which manufacturers are required to display on many appliances.

This label estimates how much energy the appliance uses, compares energy use of similar products and lists approximate annual operating costs.

Some appliances, such as clothes dryers, kitchen ranges and microwave ovens, are exempt from the EnergyGuide label because there is little difference in energy use between different models.

## Rebates Available

Many utilities offer rebates on Energy Star appliances, such as refrigerators, freezers, dishwashers and clothes washers. Check with your local utility to see if you qualify for a rebate.

To learn more about the Energy Star program, go to [www.energystar.gov](http://www.energystar.gov). The Web site offers home-improvement tips and has categorized lists of Energy Star-qualified appliances and electronics. ■

For more information about energy-efficient appliances and electronics, see page 26.



## Plug Into Energy Savings

### Refrigerators

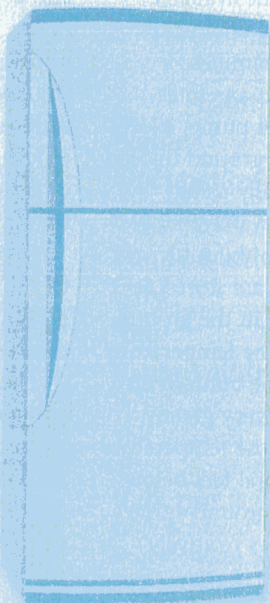
Energy Star-qualified refrigerators require about half as much energy as models manufactured before 1993.

Refrigerators manufactured before 1993 cost more than \$50 a year extra to operate than new Energy Star models. Refrigerators manufactured before 1980 cost about \$150 more a year.

Here are some ways to ensure energy efficiency from your refrigerator:

- Position refrigerator away from a heat source, such as an oven, dishwasher or direct sunlight from a window.
- Allow air to circulate around condenser coils; keep coils clean.

- Keep your refrigerator between 35 F and 38 F and your freezer at 0 F. ■

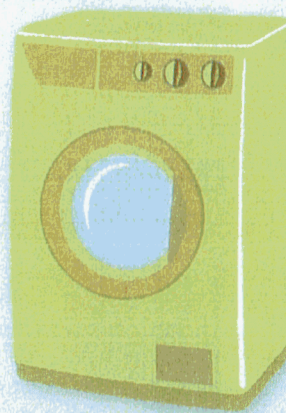


### Clothes Washers

An Energy Star-qualified clothes washer greatly reduces energy and water consumption, cutting utility bills by an average of \$50 a year. They come in front-loading and advanced top-loading models. Front-loaders tumble clothes through a small amount of water instead of rubbing clothes against an agitator in a full tub.

Advanced top loaders use sophisticated wash systems to flip or spin clothes through a reduced stream of water. Both designs reduce the amount of hot water used in the wash cycle and the energy used to heat it.

Energy Star clothes washers save 7,000 gallons of water a year. During the average 11-year life of the washer, that is enough water to provide a lifetime of drinking water for six people. ■



### Computers

Many personal computer models carry an Energy Star rating. A computer with a "sleep mode" that runs on 15 watts or less can save up to 70 percent more energy when not in use than models without a power management feature.

Consider putting your computer in sleep mode any time you are away from it for more than 20 minutes. Screen savers are not energy savers. Screen savers can use more energy than not using one, and the power-down feature might not work if a screen saver is active. ■

### Grid Friendly

The future of electronics has arrived with smart appliances that can be programmed via the Internet to give consumers more control over their energy use.

The Pacific Northwest GridWise Demonstration Project found that advanced technologies enable consumers to

participate in improving power grid efficiency and reliability, while saving money in the process, according to the Pacific Northwest National Laboratory, a U.S. Department of Energy research facility in Richland, Washington.

On average, consumers in Oregon and Washington who participated in the 2006-2007 project saved about 10 percent on their electricity bills.

Devices tested included programmable thermostats, water heaters and clothes dryers.


"We're not talking about traditional demand response where consumers have little or no control," program manager Rob Pratt said in a news release. "We're talking about putting the power into the hands of the consumers, who can customize their energy use. ... They can check the financial implications of their decisions at any time, and adjust or override their settings whenever they choose." ■

For more information about energy-efficient electronics and appliances, see page 8.





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	Postage	5,171.26
	Shared Expenses	485.97
	Salaries, Payroll Taxes, Benefits <i>SBM</i>	4,608.97
	Dues/Subscriptions, Supplies, Travel	255.00
	January 2010 Mailing Returns	357.15
	<i>909.10</i>	
	<i>40</i>	
	<i>622</i>	

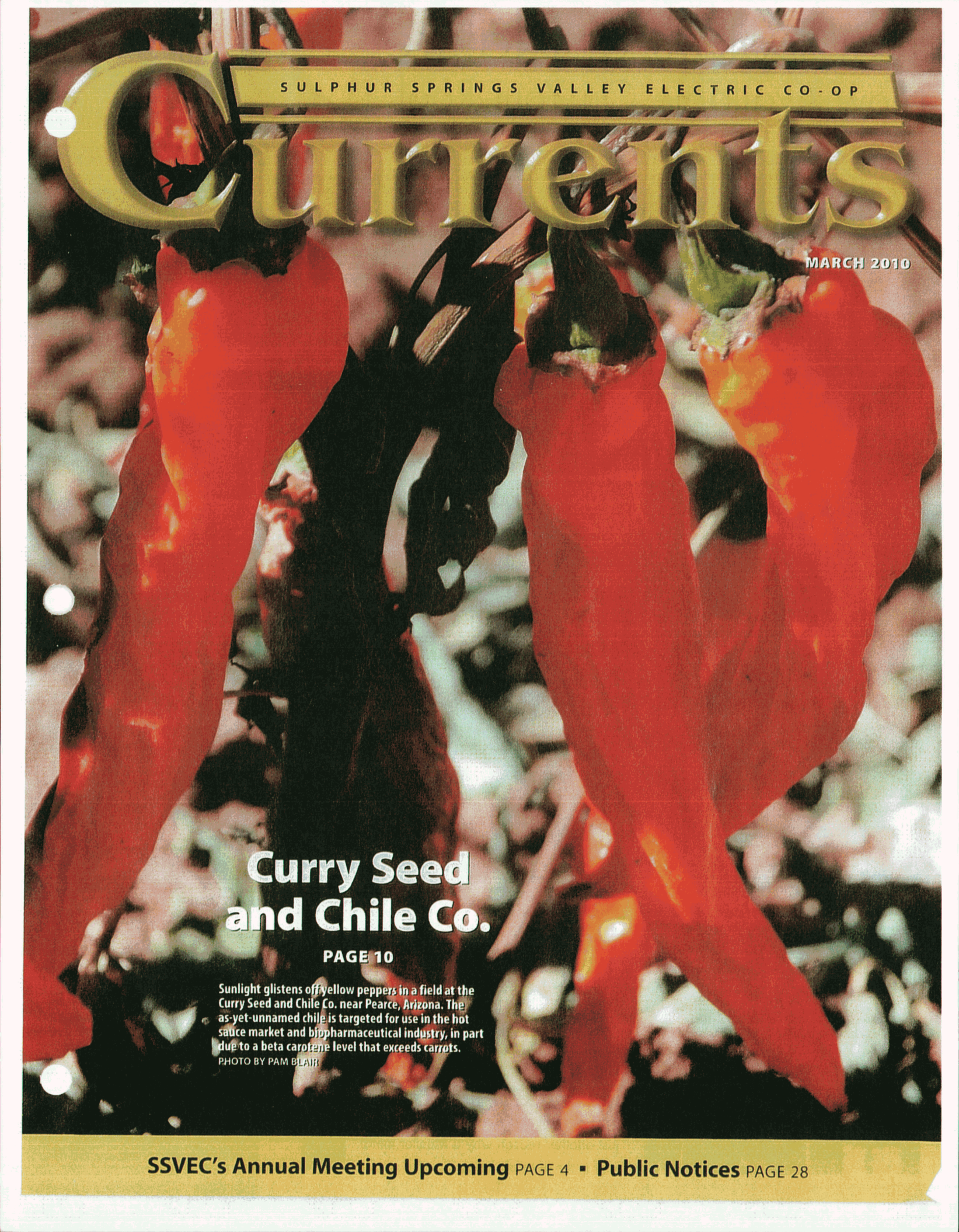
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SULPHUR SPRINGS VALLEY ELECTRIC CO-OP

# Currents

MARCH 2010

## Curry Seed and Chile Co.

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Sunlight glistens off yellow peppers in a field at the Curry Seed and Chile Co. near Pearce, Arizona. The as-yet-unnamed chile is targeted for use in the hot sauce market and biopharmaceutical industry, in part due to a beta carotene level that exceeds carrots.

PHOTO BY PAM BLAIR

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**ANZA ELECTRIC COOPERATIVE**  
Katherine MacIver

**ARIZONA'S GENERATION AND TRANSMISSION COOPERATIVES**  
Geoff Oldfather

**DUNCAN VALLEY ELECTRIC COOPERATIVE**  
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**ELECTRICAL DISTRICT NO. 2**  
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**GRAHAM COUNTY ELECTRIC COOPERATIVE**  
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**SULPHUR SPRINGS VALLEY ELECTRIC COOPERATIVE**  
Wayne Crane

**GRAND CANYON STATE ELECTRIC COOPERATIVE ASSOCIATION**  
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Making the Most of Your Electricity

## Energy Star: A Bright Light

When shopping for new appliances, it is common to look for an Energy Star rating. But how do appliances get this rating?

Why don't all types of appliances have it? The answer may surprise you.

Computers and monitors were the first products to receive an Energy Star efficiency rating under a program launched in 1992 by the U.S. Environmental Protection Agency and the U.S. Department of Energy. More than 60 product categories have been added, from dishwashers to windows and DVD players.

Energy Star-rated products deliver the same or better performance as comparable models, while using less energy and saving money.

The initiative works closely with industry experts, governments, nonprofit organizations and utilities.



"We agree on a fair way to test products," says Katharine Kaplan, Energy Star program manager. "Manufacturers test products using that

procedure, submit the data to us and we say, 'These are the top performers. This is how much energy you can use to be considered a leader by Energy Star.' Generally, that means you're in the top 25 percent."

Qualified refrigerators must be at least 15 percent more efficient than the minimum federal efficiency standard. Energy Star-rated TVs consume 3 watts or less when switched off, compared with a standard TV, which consumes almost 6 watts, on average.

By pushing for the manufacturing of more efficient products, Energy Star estimates the rating system saved businesses, organizations and consumers \$19 billion in 2008.

Not all products are rated by Energy Star. The program gauges the average energy efficiency of different appliance technologies and evaluates whether there is potential for increased efficiency—generally at least 25 percent higher than minimum standards.

According to Energy Star, the most efficient electric resistance water heaters on the market have an Energy Factor of 0.95, about 5 percent more efficient than the minimum federal standard. Since there is little room for improvement, Energy Star does not have a category for the product.

Energy Star remains a driving force not just in the United States, but Australia, Canada, Japan, New Zealand, Taiwan and the European Union. ■

*Federal energy-efficiency tax credits for appliances and home heating and air systems typically require qualifying products to be Energy Star-rated. To learn more about the Energy Star program, visit [www.energystar.gov](http://www.energystar.gov).*



## Inside Mouth Watering 12

Growing in less than ideal conditions, and other tips for a greener thumb.

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March 2010  
Vol. 45, No. 2



# Conserving Electrical Resources

*Using power wisely will reduce your bill and keep utility costs down*

By Pam Blair

Dad sits in his easy chair reading the paper, while Mom is at the table making notes. Junior is busy playing with his truck. In another room, both the television and stereo are on, and a lamp lights a now unoccupied space.

The meter spins along, recording usage from electrical items throughout the house. It doesn't matter that no one is watching the football game. The meter only knows the television is drawing power.

The family will pay for all of that electricity—even the part wasted from lights and electronics left on when the last person exited the room.

Conservation does not mean being uncomfortable or inconvenienced. It is about being mindful of electrical use, and choosing to adjust behaviors to minimize wastefulness: flipping off the lightswitch when leaving a room, turning down the thermostat when no one is at home and shutting off the television when no one is watching.

By conserving electricity, the consumer directly benefits from a lower power bill. In the case of publicly owned utilities, the consumer wins again, because the less power people use, the less power the utility must buy or produce—and the less you pay.

## Maximizing Existing Resources

At work and at home, Americans use equipment that requires a lot of energy. According to the U.S. Environmental Protection Agency (EPA), if the nation's appetite for electricity continues at its

## The Arizona Corporation Commission may require utilities to achieve at least 22 percent savings from energy-efficiency measures by 2020.

current pace, the United States will use 20 percent to 50 percent more energy in 2025 than it does today.

The EPA estimates Americans could net more than \$500 billion in savings in 25 years and save up to 30 percent on their energy bills through implementation of energy-efficiency measures, delaying the need to build dozens of costly new power plants.

That assessment is echoed in a 2009 report on the prospects for energy efficiency in America by the National Academy of Sciences.

"Taking advantage of technologies that save money as well as energy to produce the same mix of goods and services could reduce U.S. energy use to 30 percent below the 2030 forecast level, and even significantly below 2008 energy use," the executive summary states, noting that means "no new generation would be required except to address regional supply imbalances, replace obsolete generation assets or substitute more environmentally benign generation sources."

The 30-percent reduction can be achieved at a cost less than current average retail energy prices, the report adds.

## Ramping Up Energy Efficiency

In response to climbing energy costs, depletion of existing resources, increasing costs to build new power plants and a growing awareness of the environmental impact of energy use, the federal and state governments are emphasizing energy efficiency.

More than \$2 billion in grants have been awarded to states, territories, local governments and Indian tribes through the Energy Efficiency and

## Is Conservation Different Than Efficiency?

The terms energy conservation and energy efficiency often are used interchangeably. While related, conservation typically refers to *behaviors* that reduce the quantity of energy used. Efficiency implies the use of *technology* to achieve the same level of service, but with less energy.

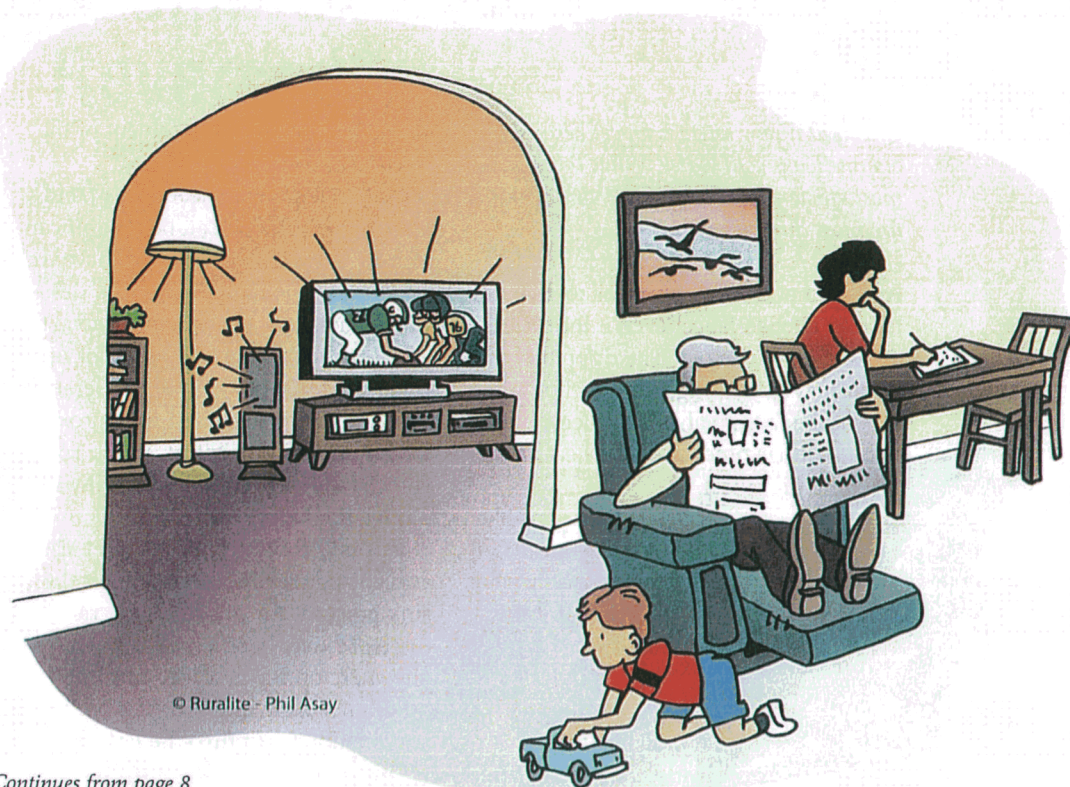
As a practical matter, both refer to reducing the amount of energy used.

The Northwest Power and Conservation Council actually defines conservation as improved energy efficiency, and refers to conservation resources as measures that improve the energy efficiency of all aspects of residential, commercial, industrial, irrigation and utility systems.

"These efficiencies reduce operating costs and ultimately decrease the need to build new power plants," the council states in its latest draft power plan for the region.

*Continues on page 26*





*Continues from page 8*

Conservation Block Grant Program, funded under the American Recovery and Reinvestment Act of 2009. Projects aim to improve energy efficiency, and reduce energy use and fossil fuel emissions.

In December, the Arizona Corporation Commission formally initiated an Energy Efficiency Standard rulemaking process. It would require utilities to achieve at least 22 percent savings from energy-efficiency measures by 2020.

"Cooperatives have always supported energy efficiency," says Chris Baggett, power services technical administrator for Sierra Southwest Cooperative Services, based in Benson, Arizona. "What has changed is the scope. They need to multiply what they are doing by 10 to even make a dent in the amount of energy efficiency they must achieve."

The Northwest also is pursuing aggressive energy-efficiency targets. In its draft power plan, the Northwest Power and Conservation Council suggests 58 percent of the region's new demand for electricity in the next five years can be met through energy efficiency—85 percent in the next 20 years.

While utility officials "value conservation as the least-cost, least-risk resources and they strive to achieve all cost-effective conservation in their service territories," they are concerned about the magnitude of target, John Saven, chief executive officer of Northwest Requirements Utilities, wrote in formal comments to the council.

The targets include measures that are not commercially available yet or may be unattainable because of the poor economy, wrote Scott Corwin, executive director of the Public Power Council.

### Conservation Pays Big Dividends

No one questions the financial payoff of improving the energy efficiency of appliances, consumer electronics, lights, motors, electrical equipment or building construction—and wisely using energy.

California's dedication to energy efficiency since the early 1970s has saved more than 10,000 MW—the equivalent of 20 power plants—and reduced electricity bills by \$15.8 billion, according to the California Energy Commission.

Since 1983, the Northwest has reduced demand by 3,700 aMW, resulting in about half as many new power plants being built—and consumers saved more than \$1.6 billion in electricity costs in 2007 alone, the Northwest Power and Conservation Council states.

Although energy efficiency improvements have a cost, it is lower than building new power plants. In 2008 in the Northwest, it was 2 cents a kilowatt-hour, which was about one-fifth the cost of power from a new generating plant fueled by natural gas or wind.

"The cheapest kilowatt-hour is the one you don't have to generate," says Baggett of Sierra. "When looking at power supply, energy efficiency really is the first step. Energy efficiency should help stabilize rates." ■



Grand Canyon State Electric  
Cooperative Association, Inc.

Your Touchstone Energy® Cooperatives



FILE

de  
JSB  
5/3/10

To: Accounts Payable  
Sulphur Springs Valley Electric Cooperative  
311 E. Willcox Dr.  
Sierra Vista, AZ 85635

Invoice

Date: April 27, 2010

Quantity	Description	Amount
	March 2010 Currents	
38,823 labels	Ruralite Fees	11,246.17
	Postage	4,953.88
	Shared Expenses	495.87
	Salaries, Payroll Taxes, Benefits	4,608.97
	Dues/Subscriptions, Supplies, Travel	255.00
\$19,443.85	March 2010 Mailing Returns	271.80
909.10	\$2387.84	
40	254.21	
622	44	
	622	

Please make checks payable to:  
Grand Canyon State Electric Co-op Assoc.

If you have any questions concerning this invoice,  
call: Nicolle Migliaccio, 602-286-6925

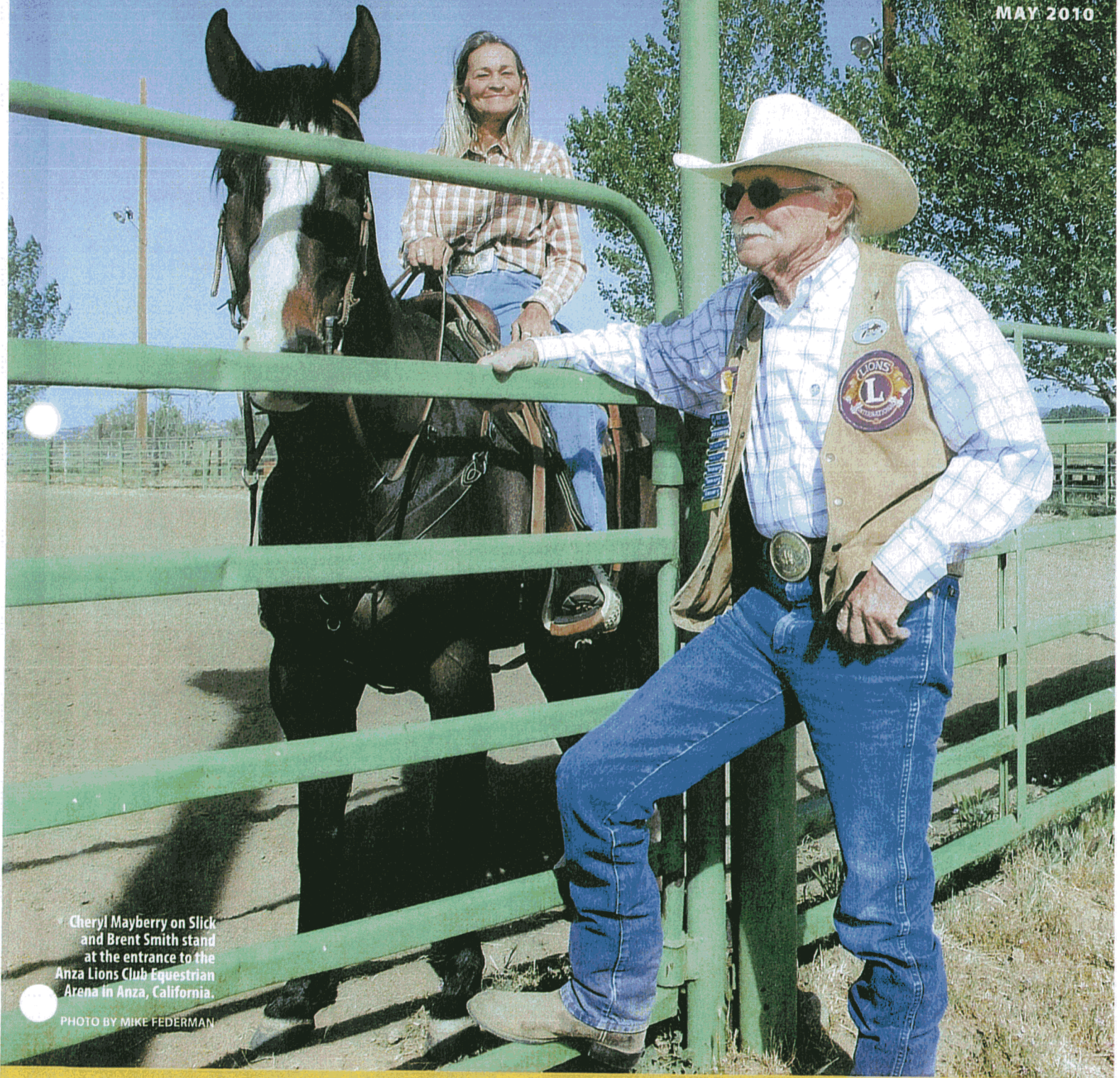
**Total Due** \$21,831.69



SULPHUR SPRINGS VALLEY ELECTRIC CO-OP

# Currents

MAY 2010



Cheryl Mayberry on Slick and Brent Smith stand at the entrance to the Anza Lions Club Equestrian Arena in Anza, California.

PHOTO BY MIKE FEDERMAN



**ANZA ELECTRIC COOPERATIVE**  
Katherine MacIver

**ARIZONA'S GENERATION AND TRANSMISSION COOPERATIVES**  
Geoff Oldfather

**DUNCAN VALLEY ELECTRIC COOPERATIVE**  
Steven Lunt

**ELECTRICAL DISTRICT NO. 2**  
Roselyn Bever

**GRAHAM COUNTY ELECTRIC COOPERATIVE**  
Susan Romney

**SULPHUR SPRINGS VALLEY ELECTRIC COOPERATIVE**  
Wayne Crane

**GRAND CANYON STATE ELECTRIC COOPERATIVE ASSOCIATION**  
Jim Donahue

**Currents** (USPS 030-520) is published bimonthly by Grand Canyon State Electric Cooperative Association Inc. (GCSECA), 120 N. 44th St., Ste. 100, Phoenix, AZ 85034-1899. GCSECA is an association of rural electric cooperatives and public power organizations. **Currents** is the unified voice of the utility members of GCSECA, providing a source of authoritative information and education for customers, policy makers and the public. The publication is paid for from the operating revenues of participating member cooperatives at a group rate of \$2.58 per subscription per year. See below for subscription information for nonmembers. Preferred periodical postage paid at Phoenix and additional mailing offices.

**Currents** is produced with the assistance of Ruralite Services Inc.—a not-for-profit Oregon cooperative corporation—to serve the communication needs of 53 consumer-owned electric utilities in Oregon, Washington, Alaska, Idaho, Nevada, California, Arizona and Hawaii. © 2009 Ruralite Services Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited.

**Postmaster:** Send address changes to **Currents**, 120 N. 44th St., Ste. 100, Phoenix, AZ 85034-1899.

#### HOW TO CONTACT CURRENTS

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**Have a problem receiving your edition of Currents?** Utility members should contact the local utility office listed on the back cover. Nonmembers should call (602) 286-6925 or write to Jim Donahue at GCSECA.

**Back issues and extra copies:** \$2 each, pre-payment required. Supply is limited. Identify edition, month and year. Contact Ruralite Services, P.O. Box 558, Forest Grove, OR 97116; (503) 357-2105; e-mail: info@ruralite.org.

**Reprint permission:** Direct all requests to Ruralite Services.

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#### DISPLAY ADVERTISING INQUIRIES

Contact Janis Corrieri or Brenda Somes Ruralite Services Inc. P.O. Box 558 Forest Grove, OR 97116-0558 (503) 357-2105

Making the Most of Your Electricity

## When is it Time for an Upgrade?

You have had your refrigerator forever. It's in pretty good shape and keeps your food cool. When should you upgrade it? Inefficient appliances affect a home's monthly power bill. Replacing a refrigerator made before 1993 with a new Energy Star-rated model could knock \$65 to \$100 off your electricity bill each year.

When evaluating an appliance, estimate its energy use with this formula: Wattage × hours used per day × days used per year ÷ 1,000 = kilowatt-hours (kWh) used annually.

A standard large-screen television (214 Watts) used 4 hours a day × 365 days a year ÷ 1,000 = 312 kWh. Multiply the kWh per year by your utility's rate per kWh. In this example, 312 kWh × \$0.118 (the 2010 national average) = \$36.82 per year.

An Energy Star-rated model (151.5 Watts) costs only \$25 a year to power.

The wattage is stamped on



Touchstone Energy®  
Cooperatives

TOGETHERWESAVE.COM

the bottom or back of most appliances, or its nameplate. It is the maximum power drawn. Some appliances, such as hair-dryers, have a range of settings, so the amount consumed depends on the setting used.

Here are examples of the range of wattages for common household appliances:

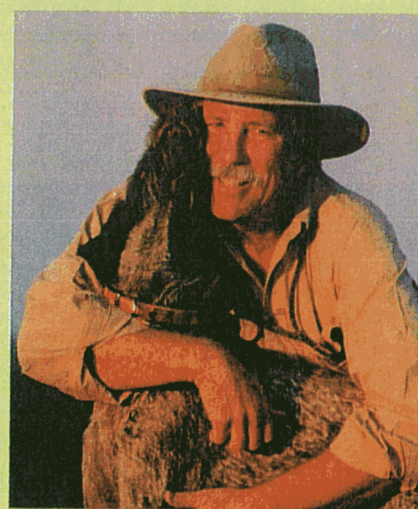
- Clothes washer: 350 to 500
- Clothes dryer: 1,800 to 5,000
- Dishwasher: 1,200 to 2,400 (heat drying feature increases energy use)
- Hair dryer: 1,200 to 1,875
- Microwave: 750 to 1,100
- Refrigerator: 725 (frost-free, 16 cubic feet)

Once you calculate how much money you spend to

run aging home appliances, compare this to what it would cost to use more efficient models. For example, clothes washers have become 64 percent more energy efficient since 2000 and the tub size increased by 9 percent, meaning you can wash more clothes for less money every month.

Don't want the hassle of adding up the potential savings? Touchstone Energy Cooperatives' Web site, [www.TogetherWeSave.com](http://www.TogetherWeSave.com), demonstrates how small changes such as replacing an appliance or unplugging electronics lead to big energy savings.

Under "Add Up Your Savings," you can walk through a typical home's kitchen, living room and other common areas. Upgrade appliances and make other energy-smart choices in each room. Each time you make a change, you are shown how much money you could save on your annual electric bill.



## Inside

May 2010  
Vol. 45, No. 3

### Living the Dream 12

Scott Linden has carved out a remarkable career from his love of the outdoors.

#### Also In This Issue

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Side Roads 10  
In the Kitchen 16

At Home 18  
Outdoor Fun 20  
Marketplace 21  
Parting Shot 30

Your utility pages: 4, 5, 8, 25, 26, 28, 29, 32



# Recessed Lighting Can Be Efficient



Angular recessed lights by Juno Lighting fit a sloped ceiling for downlighting to highlight a home's architectural features.

Photo courtesy of Juno Lighting



To ask a question, write to **James Dulley**, Energy Report, 6906 Royalgreen Dr., Cincinnati, Ohio 45244, or check his Web page, [www.dulley.com](http://www.dulley.com).

Copyright 2010, James Dulley

**Q:** *I like recessed light fixtures, but I have heard they are leaky and inefficient. Are new types of fixtures more energy efficient? Are they difficult to install?*

**A:** Recessed lights remain the fixture of choice for overhead lighting. Some are more energy efficient than others. Efficient options can use 80 percent less electricity than ones that provide the same light and about the same appearance.

Recessed light fixtures penetrate and are mounted in the ceiling of a room. From an energy conservation standpoint, this is not an issue when installed in the first floor ceiling of a two-story house. However, if fixtures are installed in the second-story ceiling or the first floor ceiling of a one-story house, a hole is created between a conditioned living area and the open, unconditioned attic area.

Without an efficient design and proper installation, a recessed fixture allows conditioned air to leak out of the house. This is particularly true during winter when the warmer air inside naturally rises to the ceiling. This may create a draft in rooms where cold outdoor air leaks indoors.

Several new energy-efficient recessed light fixture designs meet Energy Star standards. All use fluorescent light sources instead of incandescent bulbs. This alone reduces electricity consumption by 75 percent. The inside surface is more reflective. Better reflectivity reduces the amount of light trapped and dissipated inside a fixture before ever getting into a room.

For fixtures in ceilings where indoor air leakage seems likely, select a new airtight design with a sealed canister. The sealed airtight recessed fixture canister, when installed properly, forms an airtight seal between the ceiling and the fixture. These fixtures are often used in ceilings beneath an unconditioned attic, but they are effective for unheated basement ceilings, minimizing drafts between floors.

If a recessed light fixture will be installed in a ceiling under an insulated attic floor, select an insulation contact-rated (IC) design. These are designed to

touch insulation without overheating the fixture. When installing new non-IC fixtures, the insulation must be kept away from the canister. This insulation void increases heat loss from the room below even if the installation is airtight.

To brighten an entire room, downlighting can be effective. In a normal-height ceiling, a 4-foot spacing of recessed light fixtures provides an even lighting pattern at floor level. Typical 6-inch-diameter fluorescent fixed vertical fixtures work well for downlighting. If you want to dim some lights, consider installing a second circuit and dimmer switch with incandescent bulbs in those fixtures.

For task lighting, a single fixed vertical fixture directly over the work area is effective. Wall wash recessed lighting can accent a painting or wall hangings. An eyeball recessed light is best for this application because the light path can be adjusted. For a sloped cathedral ceiling, install an angular recessed fixture—preferably an IC model since it will be in contact with ceiling insulation.

It's not difficult to install recessed light fixtures by yourself. Cut the mounting holes the exact size recommended by the manufacturer. This makes it easier to create a good seal between the fixture and the ceiling. Before drilling and cutting holes, make sure your fixture layout clears all of the floor joists.

The following companies offer efficient recessed fixtures:

- **Capri Lighting**  
(800) 234-1890  
[www.caprilighting.com](http://www.caprilighting.com)
- **Cooper Lighting**  
(770) 486-4800  
[www.cooperlighting.com](http://www.cooperlighting.com)
- **Juno Lighting**  
(847) 827-9880  
[www.junolighting.com](http://www.junolighting.com)
- **Lightolier**  
(800) 215-1068  
[www.lightolier.com](http://www.lightolier.com)
- **Sea Gull Lighting**  
(800) 347-5483  
[www.seagulllighting.com](http://www.seagulllighting.com). ■





Grand Canyon State Electric  
Cooperative Association, Inc.

Your Touchstone Energy® Cooperatives



To: Accounts Payable  
Sulphur Springs Valley Electric Cooperative  
311 E. Willcox Dr.  
Sierra Vista, AZ 85635

# Invoice

Date: June 15, 2010

Quantity	Description	Amount
	<b>May 2010 Currents</b> <i>SB</i>	
38,888 labels	Ruralite Fees	11,173.88
	Postage	4,705.57
	Shared Expenses	485.41
	Salaries, Payroll Taxes, Benefits	4,608.97
	Dues/Subscriptions, Supplies, Travel	255.00
	May 2010 Mailing Returns	233.55
	<i>\$ 20,456.33</i>	<i>\$ 1,006.05</i>
	<i>909.10</i>	<i>254.21</i>
	<i>40</i>	<i>44</i>
	<i>622</i>	<i>622</i>

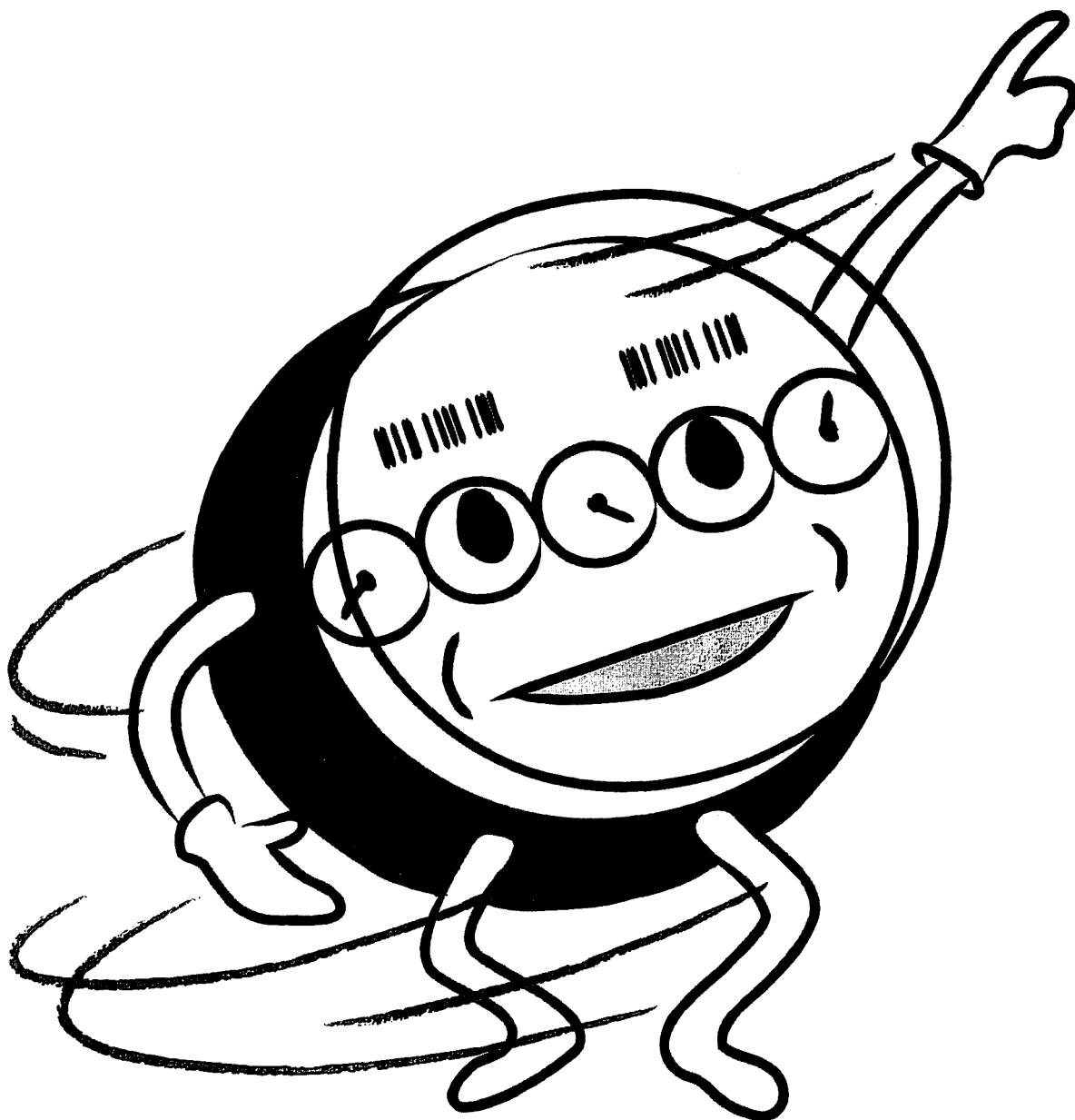
Please make checks payable to:  
Grand Canyon State Electric Co-op Assoc.

If you have any questions concerning this invoice,  
call: Nicolle Migliaccio, 602-286-6925

**Total Due**

**\$21,462.38**

# EXHIBIT III



**"When I spin slower, your bill is lower."**



**Thau**  
Advertising, Inc.

Client: SULPHUR SPRINGS VALLEY ELECTRIC

Spot #: SSV900

Title: "QUESTION" 3A

Length: :30

pg. 1

GENSATRIMPS UP

COUPON GOING IN ENVELOPE



ANNCR: WOULD YOU  
DRIVE AN EXTRA  
BLOCK ...

INTO MAIL BOX



TO SAVE TWENTY  
CENTS A GALLON?



WOULD YOU TAKE  
TWO MINUTES TO  
MAIL IN A ...

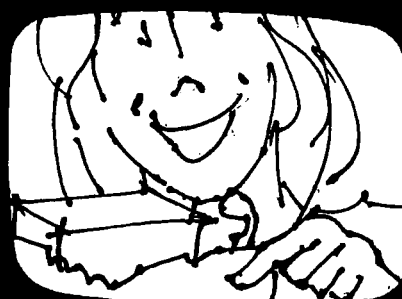
POINTS TO HER GROCERIES



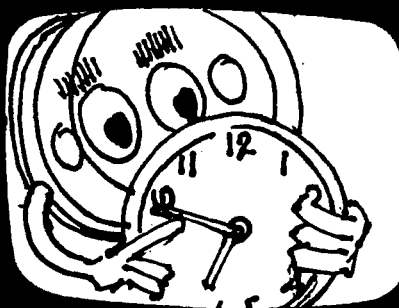
FIFTY DOLLAR  
MAIL-IN REBATE  
COUPON?



AND DOES SCORING  
A GREAT DEAL AT  
THE GROCERY STORE...



BRING THAT  
LITTLE FEEL OF  
VICTORY?



THEN MAYBE YOU'RE  
RIGHT FOR SSVEC'S...



TIME OF USE RATE  
DISCOUNT PROGRAM



WHERE YOU SHIFT  
ENERGY USE TO OUR  
LESS BUSY, ...



**Thau**  
Advertising, Inc.

Client: SULPHUR SPRINGS VALLEY ELECTRIC

Spot #: SSV900

Title: "QUESTION" 3A

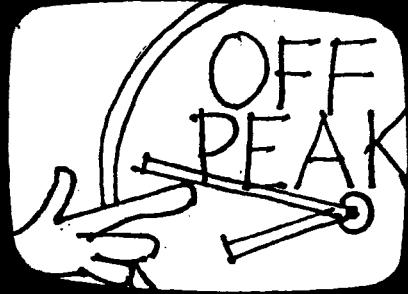
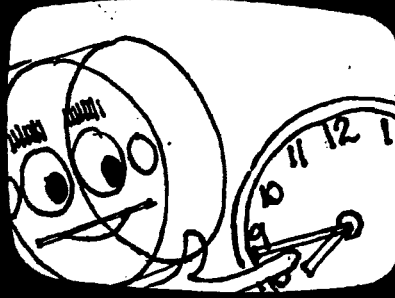
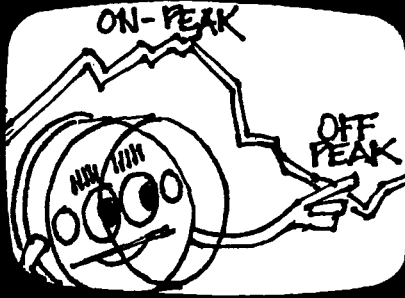
Length: :30

PG. 2

MOVES OVER TO OFF-PEAK SECTION.

MAX SPINS CLOCK HAND AROUND

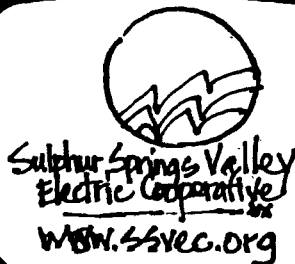
C.O. OF CLOCK, SUPER COMES UP



OFF-PEAK HOURS TO  
GET A LOWER RATE.  
FIND OUT IF THE TIME OF  
USE PROGRAM IS RIGHT  
FOR YOU.

MAX: SHIFT  
YOUR POWER...

TO AN OFF-PEAK  
HOUR!



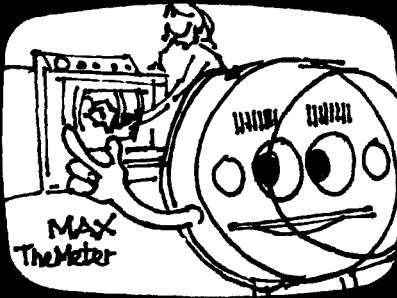
BECAUSE...

TIME IS MONEY!  
VISIT [SSVEC.ORG](http://SSVEC.ORG).

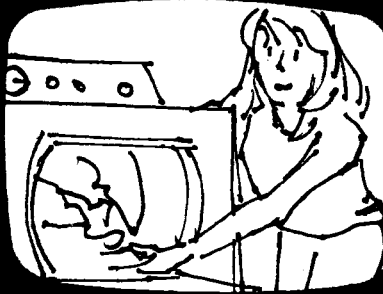


**Thau**  
Advertising Inc.

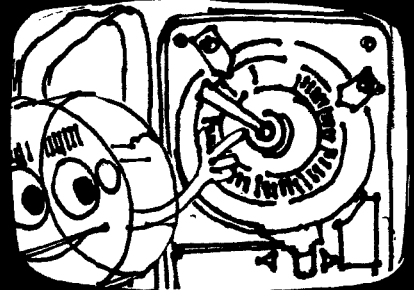
Client: SULPHUR SPRINGS VALLEY ELECTRIC  
Spot #: SSV901  
Title: "MAX-TIME OF USE" 3A  
Length: :30 Pg. 1



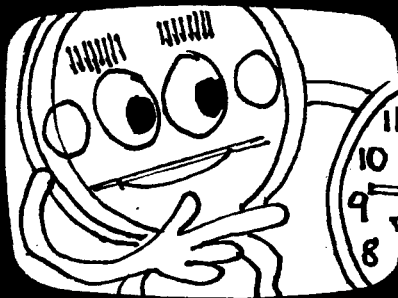
**MAX:** WOULD YOU  
WASH LATE FOR  
A LOWER RATE?



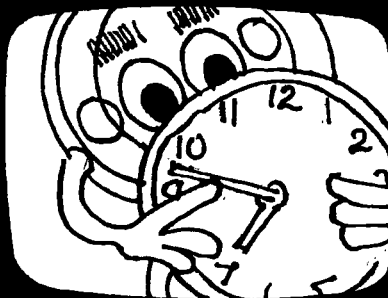
**ANNCR:** IF YOU'RE  
WILLING TO CHANGE  
YOUR ENERGY  
HABITS, ...



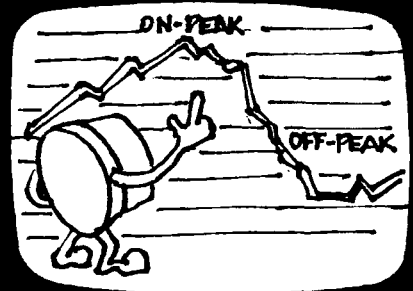
**SSVEC'S TIME OF  
USE RATE PROGRAM  
MIGHT WORK FOR  
YOU.**



**MAX:** SHIFT YOUR  
POWER...



**TO AN OFF-PEAK  
HOUR!**



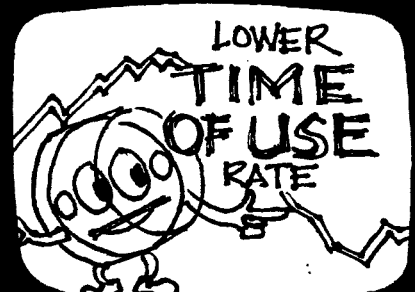
**ANNCR:** WELL PUT  
MAX. YOU SHIFT SOME  
OF YOUR ENERGY USE  
FROM...



**THE SYSTEM'S BUSY  
"ON-PEAK" TIMES  
TO...**



**LESS BUSY  
"OFF-PEAK" TIMES.  
AND FOR...**



**HELPING US OUT,  
YOU GET A LOWER  
RATE.**



**Thau**  
Advertising, Inc.

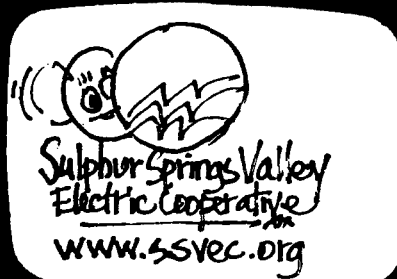
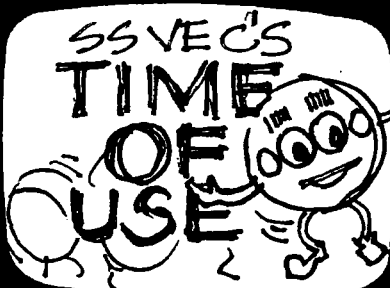
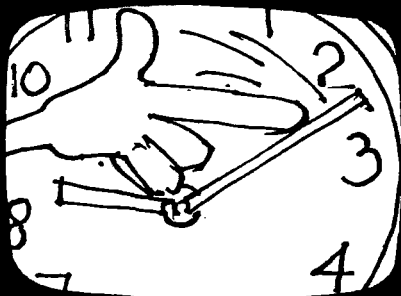
Client: SULPHUR SPRINGS VALLEY ELECTRIC

Spot #: SSV901

Title: "MAX-TIME OF USE" 3A

Length: :30

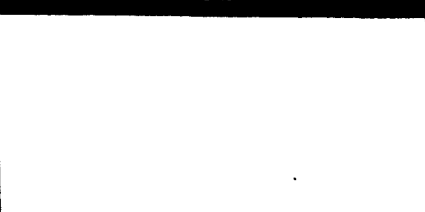
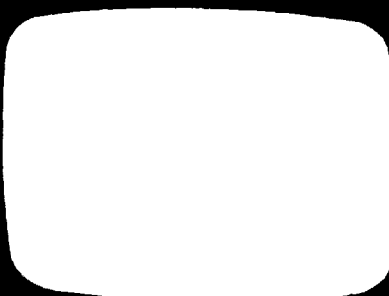
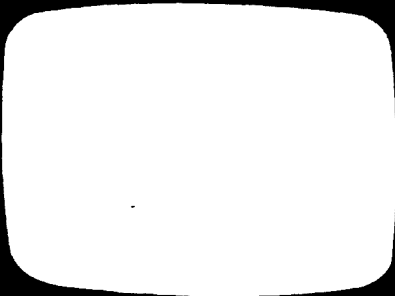
Pg. 2



MAX: TIME  
IS MONEY!

ANNCR: FIND OUT  
IF SSVEC'S  
TIME OF USE IS  
RIGHT FOR YOU.

MAX: VISIT  
SSVEC.ORG.





**Tyau**  
Advertising, Inc.

Client: SULPHUR SPRINGS VALLEY ELEC. COOP

Spot #: SSV902

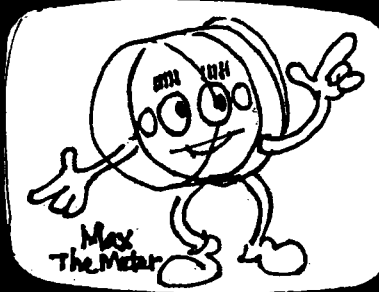
Title: "OUT THE WINDOW" 3A REVISED

Length: :30

PAGE 1



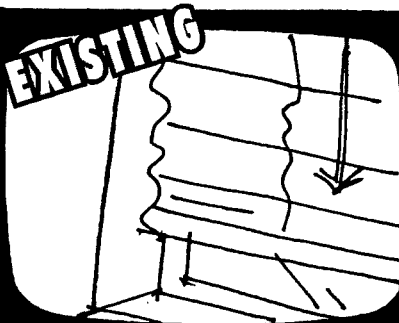
**MAX:** SPENDING MORE  
MONEY ON ENERGY BILLS  
CAN BE LIKE LETTING  
MONEY GO OUT THE  
WINDOW.



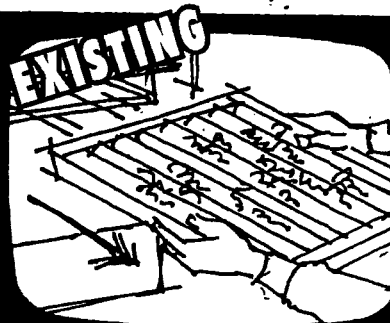
BUT A FEW SMALL  
STEPS CAN ADD UP  
TO BIG SAVINGS ON  
ENERGY COSTS.



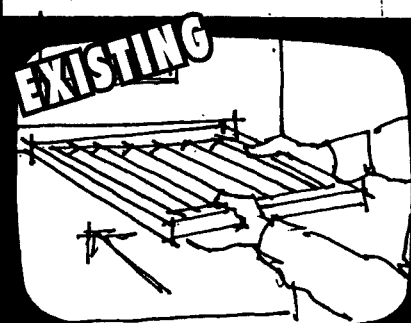
**ANNOR:**  
LIKE COVERING THOSE  
WINDOWS TO REDUCE...



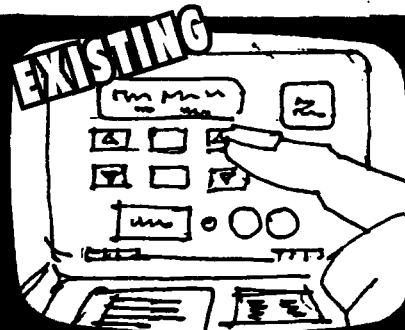
HEATING AND  
COOLING COSTS.



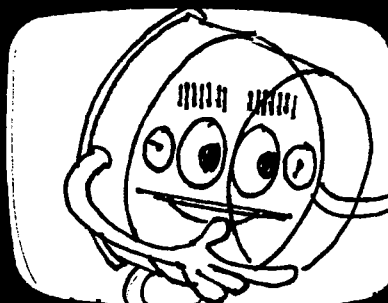
CHANGING THE  
FILTERS ON YOUR...



HEATING AND A/C  
SYSTEM REGULARLY.



AND INSTALLING A  
PROGRAMMABLE  
THERMOSTAT TO LOWER  
COSTS EVEN MORE.



**MAX:** HEY, SAVING  
ON ENERGY BILLS IS...



LIKE HAVING A LITTLE  
EXTRA MONEY COMING  
IN EVERY MONTH.





**Tyau**  
Advertising, Inc.

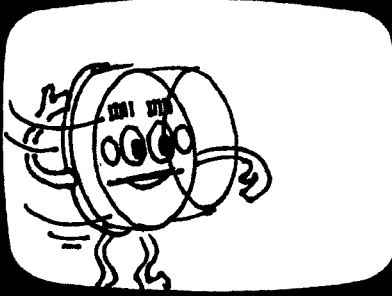
Client: SULPHUR SPRINGS VALLEY ELECTRIC

Spot #: SSV902

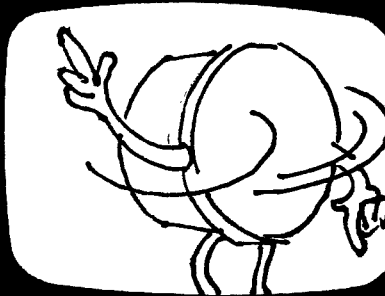
Title: "OUT THE WINDOW" 3A REVISED

Length: :30

PAGE 2



WHEN I SPIN...



SLOWER, YOUR...



BILL IS LOWER.



**ANNCR:** FIND 101  
ENERGY-SAVING TIPS  
AT [SSVEC.ORG](http://SSVEC.ORG).

# RADIO

Client: **Sulphur Springs Valley Electric Cooperative**

Job No: **SSV904**

Description: **"Questions" 6A (Positive Version)**

:60 Radio Spot

Date: **REVISED 1-7-10**

ok  
JSB



**Thau**  
Advertising, Inc.

## **ANNCR:**

WOULD YOU DRIVE AN EXTRA BLOCK TO SAVE TWENTY CENTS A GALLON ON GAS? WOULD YOU TAKE TWO MINUTES TO MAIL IN A FIFTY DOLLAR REBATE COUPON? DOES SCORING THAT GREAT DEAL AT THE GROCERY STORE GIVE YOU A LITTLE FEELING OF VICTORY? IF YOU ANSWERED YES TO THESE QUESTIONS, YOU MIGHT BE A GOOD CANDIDATE FOR THE TIME OF USE DISCOUNT RATE PROGRAM FROM SULPHUR SPRINGS VALLEY ELECTRIC COOPERATIVE. WITH TIME OF USE, YOU SHIFT SOME OF YOUR ELECTRICITY USE FROM BUSY, "ON-PEAK" HOURS TO LESS BUSY "OFF-PEAK" HOURS. LIKE DOING LAUNDRY AND RUNNING YOUR DISHWASHER AT NIGHT OR ON SUNDAY. AND ADJUSTING THE POOL FILTER TO RUN OVERNIGHT. YOU CHANGE YOUR "TIME OF USE!" AND FOR HELPING US EVEN OUT THE PEAKS AND VALLEYS ON THE ELECTRIC GRID, YOU GET SSVEC'S LOWER TIME OF USE RATE.

## **MAX THE METER:**

TIME IS MONEY! HI MAX THE METER HERE. FIND OUT IF YOU AND SSVEC'S TIME OF USE ARE RIGHT FOR EACH OTHER. SHIFT YOUR POWER...TO AN OFF-PEAK HOUR! VISIT [SSVEC.ORG](http://SSVEC.ORG) TO LEARN MORE ABOUT THE TIME OF USE RATE PROGRAM. WHERE TIME IS MONEY! OH, AND THANKS FOR HELPING!

# RADIO

Client: **Sulphur Springs Valley Electric Cooperative**

Job No: **SSV903**

Description: **"Laundry" 6A**

:60 Radio Spot

Date: **12-9-09**

SSB



**Thau**  
Advertising, Inc.

**MAX:**

WOULD YOU LAUNDER LATE FOR A LOWER RATE? HI, MAX THE METER  
HERE TO TALK ABOUT SSVEC'S TIME OF USE RATE PROGRAM. THAT  
*COULD* SAVE YOU MONEY.

**ANNCR:**

THAT'S RIGHT, MAX. WITH SSVEC'S TIME OF USE PROGRAM, YOU *SWITCH*  
SOME OF YOUR ELECTRIC USE FROM OUR BUSIER "ON-PEAK" HOURS  
TO OUR LESS BUSY "OFF-PEAK" HOURS. RUNNING THE DISHWASHER AT  
NIGHT, FOR EXAMPLE. MAYBE DOING YOUR LAUNDRY ON SUNDAY.  
AND HAVING THE POOL FILTER COME ON OVERNIGHT YOU SHIFT YOUR  
TIME OF USE!

**MAX:**

YEP, YOU GET A SPECIAL ELECTRIC METER...

**ANNCR:**

...THAT IN ADDITION TO RECORDING HOW *MUCH* ELECTRICITY YOU USE,  
ALSO TRACKS *WHEN* YOU USE IT. AND IF *YOU'RE* WILLING TO CHANGE  
YOUR ENERGY USE HABITS TO HELP *US* EVEN OUT THE GRID'S PEAKS  
AND VALLEYS, YOU'LL GET THE LOWER "TIME OF USE" ELECTRIC RATE  
THAT *MAY* SAVE YOU MONEY.

**MAX:**

SHIFT YOUR POWER TO AN OFF-PEAK HOUR!

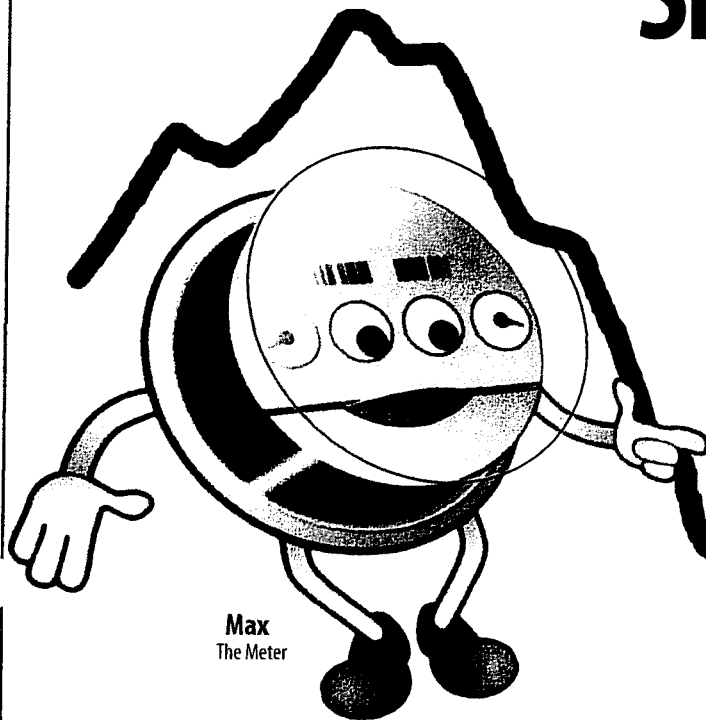
**ANNCR:**

ARE YOU AND SSVEC'S TIME OF USE PROGRAM RIGHT FOR EACH OTHER?  
FIND OUT MORE BY VISITING OUR WEBSITE AND SEE IF YOU COULD  
BENEFIT.

**MAX:**

TIME IS MONEY! VISIT US AT [SSVEC.ORG](http://SSVEC.ORG).  
AND THANKS FOR HELPING!

JSB



Max  
The Meter

# "Shift your power to an Off-Peak Hour!"


## Our *Time of Use* rate program may save you money.

Like any power company, SSVEC has times of heavy usage or "peaks" and lighter usage. We're looking for some members who'd be willing to adjust their energy use habits by shifting energy-using tasks from our busier

On-Peak hours to Off-Peak hours. For example, by doing laundry at night or on Sunday. Or running the pool filter late night or early morning. In return for helping us, you'd get a special electric rate that may save you money. Visit our website and find out if the *Time of Use* rate program might be right for you.



**Sulphur Springs Valley  
Electric Cooperative, Inc.**

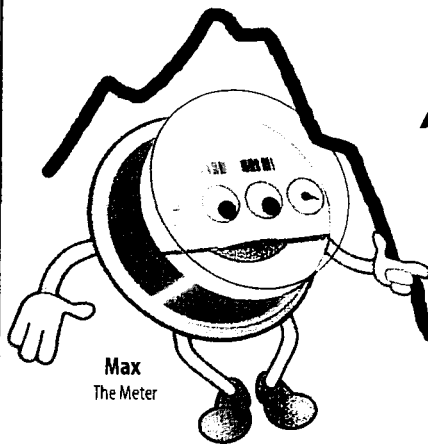
A Touchstone Energy™ Cooperative 

[www.ssvec.org](http://www.ssvec.org)

OK  
JLB

# Would you wash late for a lower rate?

If you'd be willing to change your energy use habits to get a lower electric rate, you might want to consider **SSVEC's Time of Use** rate program. With **Time of Use**, you shift your energy use from high system use "On-Peak" hours to less busy "Off-Peak" hours. And for helping your electric cooperative spread the load more evenly, you get a lower rate. Visit our website to find out if **Time of Use** may be right for you.



"Shift your power  
to an  
**Off-Peak  
Hour!**"



**Sulphur Springs Valley  
Electric Cooperative, Inc.**

A Touchstone Energy™ Cooperative



[www.ssvect.org](http://www.ssvect.org)

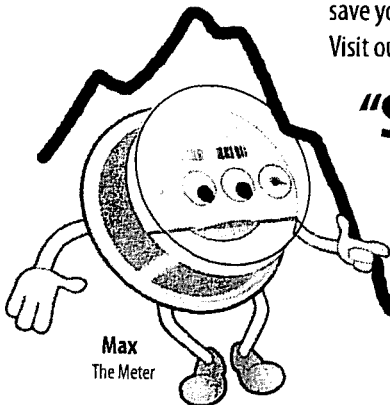
Our **Time of Use** rate program may save you money!

OK  
JSB

# Would you drive an extra block to save 20¢ a gallon?

If you're the type of person who enjoys saving a little money, you might be right for SSVEC's **Time of Use** rate program. With **Time of Use**, you shift your energy use from the system's busier "On-Peak" hours to less busy "Off-Peak" hours. Running the washer or dishwasher at night or on Sunday, for example. Or adjusting the pool filter to come on at night.

For changing your personal energy use habits to help us even out the system's peaks and valleys, you'd get a lower rate that may save you money. Are you and **Time of Use** right for each other? Visit our website and find out more.




Max  
The Meter

**"Shift your power  
to an  
Off-Peak  
Hour!"**



**Sulphur Springs Valley  
Electric Cooperative, Inc.**

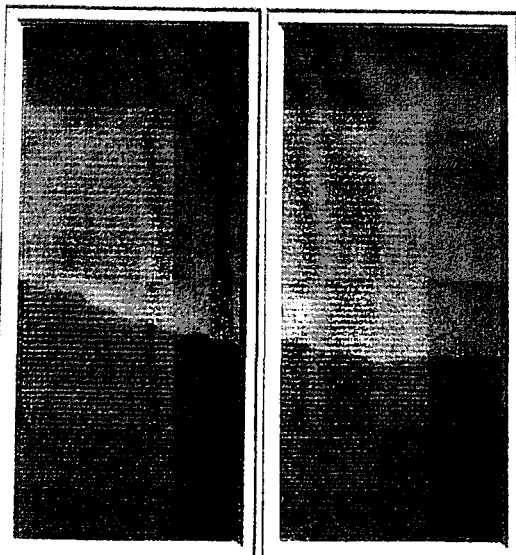
A Touchstone Energy™ Cooperative 

[www.ssvec.org](http://www.ssvec.org)

Our **Time of Use** rate program may save you money!

OK  
JSSB ✓

# Don't let money go out the window...

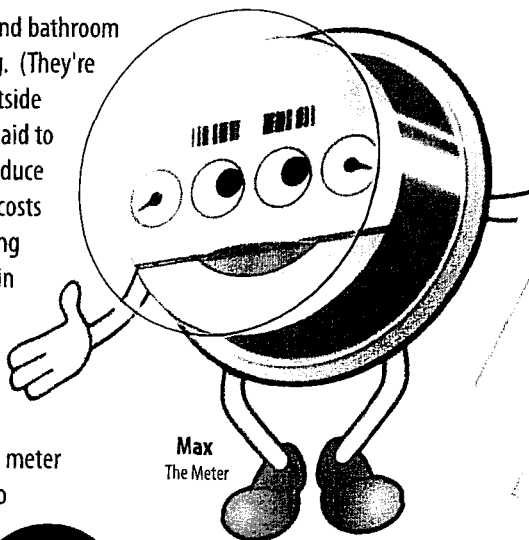


These small steps can add up to big savings on your energy bills. For starters, change the filters on your heating/AC system to keep it running efficiently. Install a programmable thermostat to lower the costs even more.



# or the ducts... or air filters.

Don't keep kitchen and bathroom exhaust fans running. (They're venting air to the outside that you've already paid to heat or cool). And reduce heating and cooling costs considerably by adding plastic barriers, pop-in insulation panels, or insulated Roman shades on your windows. For 101 low-cost and no-cost meter miser measures, go to [ssvec.org](http://ssvec.org).



Max  
The Meter



**Sulphur Springs Valley  
Electric Cooperative, Inc.**

A Touchstone Energy™ Cooperative



16x20x1

16x20x1

# Invoice



**Tyau Advertising, Inc.**

P.O. Box 30008 • Tucson, AZ 85751-0008  
520-886-4300 • FAX: 520-748-0400

DATE	INVOICE #
1/31/2010	0110-01

FOR:

**Sulphur Springs Valley Elec Coop**  
**Attn: Jack Blair**  
**311 East Wilcox**  
**Sierra Vista, AZ 85635**  
**RE: Demand Side**

FILED

TERMS

15 days from receipt

Job Classification	Job ID	Description	Amount
Production	900, 901, 902, 915	<p>Partial billing to be applied toward 2010 Television production costs for the following:</p> <p>SSV900 "Question 3A" Television, SSV901 "Max-Time of Use 3A" Television, SSV902 "Money Out The Window 3A" Revised Television, and SSV915 "Renewable Energy 3A" Revised Television</p> <p><i>OK JS Blair 2/22/10</i></p> <p><i>Total for TV DSM \$18,750.00</i></p>	25,000.00
<b>Total</b>			<b>\$25,000.00</b>



OK  
JS Blair  
3/22/18



**BILL SUMMARY**  
**CLIENT: SULPHUR SPRINGS VALLEY ELECTRIC COOPERATIVE**

**FEBRUARY 2010**

**Media Expense**

Radio	\$ -
Television	-
Newspaper	-
Magazine	-
<b>Total Media</b>	<b>\$ -</b>

**Production Expense**

Pre-Payment Applied	\$ 57,677.50
	\$ (25,000.00)
<b>Total Production</b>	<b>\$ 32,677.50</b>

**Miscellaneous Expense**

\$ -

**Month Total**

**\$ 32,677.50**

**BY BILL CATEGORY**

INV#	CATEGORY	AMT.
0210-3	Demand Side	<del>\$ 32,677.50</del>
	<b>Bills Total</b>	<b><u>\$ 32,677.50</u></b>

254.20

44

600

Total  
DSM

\$ 27,377.50

See invoice

6939 E. Mesa Grande  
Tucson, AZ  
TEL: 520.886.4300  
FAX: 520.748.0400

MAILING ADDRESS:  
P.O. Box 30008  
Tucson, AZ 85751-0008



# Tyau Advertising, Inc.

P.O. Box 30008 • Tucson, AZ 85751-0008  
520-886-4300 • FAX: 520-748-0400

## Invoice

DATE	INVOICE #
2/28/2010	0210-3

FOR:

**Sulphur Springs Valley Elec Coop**  
**Attn: Jack Blair**  
**311 East Wilcox**  
**Sierra Vista, AZ 85635**  
**RE: Demand Side**

### TERMS

15 days from receipt

Job Classification	Job ID	Description	Amount
Production	900	"Question" 3A :30 Television for Time of Use	19,500.00
Production	901	"Max-Time of Use" 3A :30 Television	19,500.00
Production	902	Revised "Money Out the Window" 3A :30 Television	8,000.00
Production	903	"Laundry" 6A :60 Time of Use Radio	1,750.00
Production	904	"Questions" 6A :60 Time of Use Radio	1,750.00
Production	907	"Questions" Time of Use Print Ad	1,500.00
Production	913	Revised "SunWatts Man" 6A Radio	1,150.00
Production	914	Revised "SunWatts Woman" 6A Radio	1,150.00
Production	915	Revised "Renewable Energy" 3A TV	3,000.00
Production	920	"Meter Miser" #60 Revised Print Ad	92.50
Production	922	"Money Out the Window" Revised Ad for San Pedro Valley News	142.50
<b>Total</b>			

*Deduct from DSM*

TV \$27,300.<sup>00</sup>

Radio 3500.<sup>00</sup>

Print \$1877.50

# Invoice



**Tyau Advertising, Inc.**

P.O. Box 30008 • Tucson, AZ 85751-0008  
520-886-4300 • FAX: 520-748-0400

DATE	INVOICE #
2/28/2010	0210-3

FOR:

**Sulphur Springs Valley Elec Coop**  
**Attn: Jack Blair**  
**311 East Wilcox**  
**Sierra Vista, AZ 85635**  
**RE: Demand Side**

TERMS

15 days from receipt

Job Classification	Job ID	Description	Amount
Production	923	Resize "HVAC Filter" Ad for Sierra Vista Herald Home & Garden Insert	142.50
Production		Less: Payment for Partial Billing--Received 2/26/10	-25,000.00
Total			\$32,677.50

FILE 001

OK  
J. S. B. B. B.  
4/16/10



**BILL SUMMARY**  
**CLIENT: SULPHUR SPRINGS VALLEY ELECTRIC COOPERATIVE**  
**MARCH 2010**

<b>Media Expense</b>	
Radio	\$ 3,456.04
Television	-
Newspaper	2,661.17
Magazine	-
Total Media	<u>\$ 6,117.21</u>
<b>Production Expense</b>	
Total Production	<u>\$ 680.00</u>
<b>Miscellaneous Expense</b>	
	<u>\$ -</u>
<b>Month Total</b>	<u><u>\$ 6,797.21</u></u>

**BY BILL CATEGORY**

INV#	CATEGORY	AMT.
0310-02	Demand Side	<del>\$ 6,797.21</del>
	<b>Bills Total</b>	<u><u><del>\$ 6,797.21</del></u></u>

254.20  
44  
600

Total  
DSM \$ 6,797.21

See invoice

6939 E. Mesa Grande  
Tucson, AZ  
TEL: 520.886.4300  
FAX: 520.748.0400

MAILING ADDRESS:  
P.O. Box 30008  
Tucson, AZ 85751-0008





# Tyau Advertising, Inc.

P.O. Box 30008 • Tucson, AZ 85751-0008  
520-886-4300 • FAX: 520-748-0400

## Invoice

DATE	INVOICE #
3/31/2010	0310-02

FOR:

**Sulphur Springs Valley Elec Coop**  
**Attn: Jack Blair**  
**311 East Wilcox**  
**Sierra Vista, AZ 85635**  
**RE: Demand Side**

### TERMS

15 days from receipt

Job Classification	Job ID	Description	Amount
Media		Five Star Publishing/Mountain View News--March 2010/2 insertions ("Money MAX", "HVAC Filters")	938.82
Media		Wick Communications/Sierra Vista Herald--March 2010/2 insertions ("Money MAX"/"Space Heater")	1,051.77
Media		Wick Communications/San Pedro Valley News-- March 2010/2 insertions ("Money MAX"/"Weather Stripping")	335.29
Media		Wick Communications/Arizona Range News--March 2010 insertions ("Money Out the Window/MAX")	335.29
Media		KAPR-AM & KNXN-AM--March 2010/70 spots ("Meter Miser" ad rotation)	390.00
Media		KKYZ-AM Radio--March 2010/48 spots ("Meter Miser" ad rotation)	612.00
Media		KTAN AM Radio--March 2010/40 spots ("Meter Miser" ad rotation)	649.52
<b>Total</b>			

Print \$3,241.17

Radio 3456.04



# Tyau Advertising, Inc.

P.O. Box 30008 • Tucson, AZ 85751-0008  
520-886-4300 • FAX: 520-748-0400

## Invoice

DATE	INVOICE #
3/31/2010	0310-02

FOR:

**Sulphur Springs Valley Elec Coop**  
**Attn: Jack Blair**  
**311 East Wilcox**  
**Sierra Vista, AZ 85635**  
**RE: Demand Side**

TERMS

15 days from receipt

Job Classification	Job ID	Description	Amount
Media		KZMK FM Radio--March 2010/40 spots ("Meter Miser" ad rotation)	649.52
Media		KWCX/KHIL Radio--March 2010/30 spots ("Meter Miser" ad rotation)	675.00
Media		KXKQ FM Radio--March 2010/30 spots ("Meter Miser" ad rotation)	480.00
Production	925	Full Page Water Conservation Ad - Wick publications	680.00
Total			\$6,797.21



FILE COPY

*all  
JS Bean  
5/23/10*



## BILL SUMMARY

CLIENT: SULPHUR SPRINGS VALLEY ELECTRIC COOPERATIVE

**APRIL 2010**

### Media Expense

Radio	\$ 2,282.28
Television	2,100.00
Newspaper	2,191.76
Magazine	-
<b>Total Media</b>	<b>\$ 6,574.04</b>

### Production Expense

Total Production	\$ 410.00
------------------	-----------

### Miscellaneous Expense

	\$ -
--	------

### Month Total

	<b>\$ 6,984.04</b>
--	--------------------

### BY BILL CATEGORY

INV#	CATEGORY	AMT.
0410-01	Demand Side	\$ 6,574.04
0410-02	Consumer Information	\$ 410.00
<b>Bills Total</b>		<b>\$ 6,984.04</b>

*\$6,574.04*  
254.20  
44  
600

*\$410.00*  
913  
40  
600

6939 E. Mesa Grande  
Tucson, AZ  
TEL: 520.886.4300  
FAX: 520.748.0400

MAILING ADDRESS:  
P.O. Box 30008  
Tucson, AZ 85751-0008



# Tyau Advertising, Inc.

P.O. Box 30008 • Tucson, AZ 85751-0008  
520-886-4300 • FAX: 520-748-0400

## Invoice

DATE	INVOICE #
4/30/2010	0410-01

FOR:

**Sulphur Springs Valley Elec Coop**  
**Attn: Jack Blair**  
**311 East Wilcox**  
**Sierra Vista, AZ 85635**  
**RE: Demand Side**

TERMS

15 days from receipt

Job Classification	Job ID	Description	Amount
Media		Cox Media/Sierra Vista--March 29 to April 21, 2010/283 spots ("Animated 3A", "Meter Miser Measures", "Out the Window")	1,800.00
Media		Cox Media/Sierra Vista--March 15 to March 24, 2010/45 spots ("Animated 3A", "Meter Miser Measures")	300.00
Media		Five Star Publishing/"Mountain View News"--April 8, 2010 ("Money Out the Window/Max")	469.41
Media		Wick Communications/Arizona Range News --April 7, 2010 ("Money Out the Window/Max")	335.29
Media		Wick Communications/San Pedro Valley News-- April 7, 2010 ("Money Out the Window/Max")	335.29
Media		Wick Communications/Sierra Vista Herald--April 11 & April 25, 2010 ("Money Out the Window/Max", "Weather Stripping")	1,051.77
Media		KAPR AM Radio--April 2010/35 spots ("Meter Miser" rotation)	195.00
<b>Total</b>			

Print \$219.16

Radio 2282.28 TV 2100.00



# Tyau Advertising, Inc.

P.O. Box 30008 • Tucson, AZ 85751-0008  
520-886-4300 • FAX: 520-748-0400

## Invoice

DATE	INVOICE #
4/30/2010	0410-01

FOR:

**Sulphur Springs Valley Elec Coop**  
**Attn: Jack Blair**  
**311 East Wilcox**  
**Sierra Vista, AZ 85635**  
**RE: Demand Side**

TERMS

15 days from receipt

Job Classification	Job ID	Description	Amount
Media		KNXN AM Radio--April 2010/35 spots ("Meter Miser" rotation)	195.00
Media		KKYZ FM Radio--April 2010/25 spots ("Meter Miser" rotation)	306.00
Media		KKYZ FM Radio--March 2010/48 spots ("Meter Miser" rotation)	612.00
Media		KTAN AM Radio--April 2010/30 spots ("Meter Miser" rotation)	487.14
Media		KZMK FM Radio--April 2010/30 spots ("Meter Miser" rotation)	487.14
Total			\$6,574.04